



MASTER COURSES TAUGHT IN ENGLISH

- MSc in Business Administration
- MSc in Economics and Management
- MSc in Systems Engineering and Informatics
- MSc in European Agrarian Diplomacy



www.StudyInEnglish.cz

Foreword

Dear International Students,

It is my pleasure to introduce to you our ***Courses taught in English***, which have been prepared by our International Relations Office. This brochure provides basic information and the syllabi of the Master study programmes taught in English at our faculty.

We offer four masters and three bachelor study programmes at our faculty. They would accommodate 400 new students who will be accepted to studies in the academic year of 2017/2018.

MSc in Business Administration
MSc in Economics and Management
MSc in Systems Engineering and Informatics
MSc in European Agrarian Diplomacy
BSc in Economics and Management
BSc in Systems Engineering and Informatics
BSc in Business Administration

The first students of MSc in Business Administration study programme have graduated from the programme in the academic year 2017/2018.

I hope you will find this brochure useful and that it will help you in planning your study. I believe you will enjoy the educational as well as cultural heritage of Prague.

During the previous year our faculty hosted nearly 200 incoming Erasmus students. You will find our academic staff and administrators well prepared for your educational stay and will be happy to answer your questions. We will do our best to make you feel welcome at our University.

I am looking forward to meeting you in Prague during the academic year of 2017/2018.

With my best wishes,

Ing. Martin Pelikán, Ph.D.

Dean



Faculty of Economics and Management
Czech University of Life Sciences Prague



Contacts: www.StudyInEnglish.cz

Programme director



PhDr. **Vlastimil Černý**, CSc., MA
CULS Prague, Faculty of E&M
Kamýcká 129
165 21, Praha 6 – Suchbát
Czech Republic

 +420 224 382 323
 cerny@pef.czu.cz

Administrators

Ing. **Oldřich Výlupek**, MSc, Ph.D.

MSc *Economics and Management*

 +420 224 382 314
 vylupek@pef.czu.cz

Ing. **Martin Kozák**

MSc *Systems Engineering and Informatics*

BSc *Systems Engineering and Informatics*

 +420 224 382 313
 kozakm@pef.czu.cz

Ing. **Jana Melezínková**



MSc *European Agrarian Diplomacy*

BSc *Business Administration*

 +420 224 382 061
 melezinkova@pef.czu.cz



Ing. **Iva Šlosarová**

BSc *Economics and Management*

 +420 224 382 314
 slosarova@pef.czu.cz

Ing. **Ievgen Tomashevskiy**

MSc *Business Administration*

 +420 224 382 155
 tomashevskiy@pef.czu.cz

Contents

MSC BAN	PROGRAMME STRUCTURE	1
MSC EMN	PROGRAMME STRUCTURE	5
MSC INFOAN	PROGRAMME STRUCTURE	9
MSC EAD	PROGRAMME STRUCTURE	13
BAN	PROGRAMME SYLLABI	17
	FIRST YEAR SYLLABI	19
	SECOND YEAR SYLLABI	37
EMN	PROGRAMME SYLLABI	55
	FIRST YEAR SYLLABI	57
	SECOND YEAR SYLLABI	85
INFOAN	PROGRAMME SYLLABI	117
	FIRST YEAR SYLLABI	119
	SECOND YEAR SYLLABI	135
EAD	PROGRAMME SYLLABI	153
	FIRST YEAR SYLLABI	155
	SECOND YEAR SYLLABI	181
ADDITIONAL COURSES	SYLLABI	201

MSc in Business Administration

Programme structure



MSc in Business Administration

- Programme Structure

FIRST YEAR (ACADEMIC YEAR 2017/2018)

	Obligatory	Obligatory	Obligatory	Obligatory	Obligatory	Obligatory
autumn semester	International Trade 5 ECTS Credits	Econometric Modelling 5 ECTS Credits	General Economics III International Economics 5 ECTS Credits	Public Economics 5 ECTS Credits	Managerial Finance 5 ECTS Credits	ICT for Managers 5 ECTS Credits
spring semester	Wholesale and Retail Trade 5 ECTS Credits	Business Management 5 ECTS Credits	Marketing Communication 5 ECTS Credits	Systems and Organizational Engineering 5 ECTS Credits	Accounting 5 ECTS Credits	Diploma Thesis Work Credit I 5 ECTS Credits

MSc in Business Administration

- Programme Structure

SECOND YEAR (ACADEMIC YEAR 2017/2018)

	Obligatory	Obligatory	Obligatory	Obligatory	Obligatory	Obligatory
autumn semester	Marketing Management 5 ECTS Credits	Strategic Management 5 ECTS Credits	Marketing Research 5 ECTS Credits	Business Information Systems 5 ECTS Credits	International Accounting Standards 5 ECTS Credits	Diploma Thesis Work Credit II 5 ECTS Credits
spring semester	Logistics 4 ECTS Credits	Evaluation of Entrepreneurial Activity 4 ECTS Credits	Strategic Marketing 4 ECTS Credits	Strategy of Information Systems 4 ECTS Credits	Diploma Thesis Work Credit III 5 ECTS Credits	Diploma Thesis Practicals and Final State Exam 9 ECTS Credits

MSc in Economics and Management

Programme structure



MSc in Economics and Management

● Programme Structure

FIRST YEAR (ACADEMIC YEAR 2017/2018)

	Obligatory	Obligatory	Obligatory	Obligatory	Obligatory	Obligatory	Obligatory	Obligatory
autumn semester	Sectoral Economics 5 ECTS Credits	Business Management 5 ECTS Credits	Corporate Finance 5 ECTS Credits	Econometric Modelling 5 ECTS Credits	Methods of Social Research 5 ECTS Credits	ICT for Managers 5 ECTS Credits	Introduction to study 0 ECTS Credits	Diploma Thesis Assignment 0 ECTS Credits
spring semester	Economic Policy 5 ECTS Credits	Human Resources Management 5 ECTS Credits	General Economics 5 ECTS Credits	Accounting 5 ECTS Credits	English for Academic Purposes OR English for Business Purposes 5 ECTS Credits			Diploma Thesis 5 ECTS Credits
			OR IT for e-business 5 ECTS Credits	OR Decision Support Systems 5 ECTS Credits				
			OR Rural Development 5 ECTS Credits	OR Environmental Economics 5 ECTS Credits				

- Compulsory optional subjects A
- Compulsory optional subjects B
- Compulsory optional subjects C
- Subjects tradable for any other courses passed at host Universities during exchange studies (LLP/Erasmus...)

MSc in Economics and Management

• Programme Structure

SECOND YEAR (ACADEMIC YEAR 2017/2018)

	Obligatory	Obligatory	Obligatory	Obligatory	Obligatory	Obligatory
autumn semester	World Economy	Marketing	EU Integration 5 ECTS Credits	Trade Theory and Foreign Trade 5 ECTS Credits	Diploma Thesis Seminar	Diploma Thesis
	5 ECTS Credits	5 ECTS Credits	OR Management Information Systems 5 ECTS Credits	OR Statistical Seminar 5 ECTS Credits		
			OR Psychology of Organisation and Behaviour at Work 5 ECTS Credits	OR Co-operative Business 5 ECTS Credits		
spring semester	Economics of Enterprises (Managerial Economics)	Strategic Management	Law of EU 4 ECTS Credits	International Finance 4 ECTS Credits	14 ECTS Credits	Diploma Thesis Final State Exam
	4 ECTS Credits	4 ECTS Credits	OR Computer Security 4 ECTS Credits	OR Macroeconomic Analysis 4 ECTS Credits		
			OR Business Strategy 4 ECTS Credits	OR Social Economy 4 ECTS Credits		

- Compulsory optional subjects A
- Compulsory optional subjects B
- Compulsory optional subjects C
- Subjects tradable for any other courses passed at host Universities during exchange studies (LLP/Erasmus...)

MSc in Informatics

Programme structure






MSc in Informatics

Programme Structure

FIRST YEAR (ACADEMIC YEAR 2017/2018)

	Obligatory	Obligatory	Obligatory	Obligatory	Obligatory	Obligatory	Obligatory
autumn semester	Econometrics Modeling for ICT 5 ECTS Credits	Projecting of IS 5 ECTS Credits	Computer Networks 5 ECTS Credits	Statistical Data Analysis 5 ECTS Credits	Legal Aspects of Informatics 5 ECTS Credits	Theoretical Foundation of Informatics 5 ECTS Credits	Introduction to study 0 ECTS Credits
spring semester	Management 5 ECTS Credits	Object and Relational Databases 5 ECTS Credits	IS Security 5 ECTS Credits ----- OR ----- Spatial Data Processing 5 ECTS Credits	Statistical Methods of Data Mining 5 ECTS Credits ----- OR ----- Artificial Intelligence 5 ECTS Credits	CULS Optional Course 5 ECTS Credits	Diploma Thesis I. 5 ECTS Credits	

-  Compulsory optional subjects A (Network and Internet Technologies)
-  Compulsory optional subjects B (Knowledge Systems)
-  Subjects tradable for any other courses passed at host Universities during exchange studies (LLP/Erasmus...)

MSc in Informatics

- Programme Structure

SECOND YEAR (ACADEMIC YEAR 2017/2018)

	Obligatory	Obligatory	Obligatory	Obligatory	Obligatory	Obligatory
autumn semester	IT Projects Management 5 ECTS Credits	Systems Integration 5 ECTS Credits	Internet Technologies – Client Side 5 ECTS Credits ----- OR ----- Information Engineering 5 ECTS Credits	Grammars and Languages (I.T.) 5 ECTS Credits	CULS Optional Course 5 ECTS Credits	Diploma Thesis II. 5 ECTS Credits
spring semester	Prognostic Methods 4 ECTS Credits	Is Quality Assessment 4 ECTS Credits	Internet Technologies – Server Side 4 ECTS Credits ----- OR ----- Decision Support Systems 4 ECTS Credits		CULS Optional Course 4 ECTS Credits	Diploma Thesis defend and Final State Examination 14 ECTS Credits

- Compulsory optional subjects A (Network and Internet Technologies)
- Compulsory optional subjects B (Knowledge Systems)
- Subjects tradable for any other courses passed at host Universities during exchange studies (LLP/Erasmus...)

MSc in European Agrarian Diplomacy

Programme structure



MSc in European Agrarian Diplomacy

Programme Structure

FIRST YEAR (ACADEMIC YEAR 2017/2018)

	Obligatory	Obligatory	Obligatory	Obligatory	Obligatory	Obligatory	Obligatory
autumn semester	World Economy and Agriculture 5 ECTS Credits	Business Management 6 ECTS Credits	Essentials of Diplomacy 5 ECTS Credits	Communication and Information Resources 5 ECTS Credits	Econometrics 6 ECTS Credits	Communication en Francais I 2 ECTS Credits	Introduction to study 0 ECTS Credits
spring semester	Agricultural Policy 5 ECTS Credits	Human Resource Management 5 ECTS Credits	World Economics and World Economic Institutions 4 ECTS Credits	Economics of Production and Processing of Agricultural Products 5 ECTS Credits	Foreign Policy and International Relations 4 ECTS Credits	Communication en Francais II 2 ECTS Credits	Diploma Thesis 5 ECTS Credits

 FSE subjects

 Subjects tradable for any other courses passed at host Universities during exchange studies (LLP/Erasmus...)

MSc in European Agrarian Diplomacy

Programme Structure

SECOND YEAR (ACADEMIC YEAR 2017/2018)

	Obligatory	Obligatory	Obligatory	Obligatory	Obligatory	Obligatory	Obligatory
autumn semester	International Economics 5 ECTS Credits	Marketing Management 5 ECTS Credits	European Integration and Agriculture 5 ECTS Credits	Strategic Management 4 ECTS Credits	Legal Regulation of Integration 4 ECTS Credits	Communication en Francais III 2 ECTS Credits	Diploma Thesis 5 ECTS Credits
spring semester	Agribusiness Economics 4 ECTS Credits	Prognostic and Planning 4 ECTS Credits	World Trade in Agricultural Products 4 ECTS Credits	Regional Development 4 ECTS Credits	Diploma Thesis, DT defend and Final State Examination 14 ECTS Credits		



FSE subjects

Subjects tradable for any other courses passed at host Universities during exchange studies (LLP/Erasmus...)

MSc in Business Administration

Programme syllabi



MSc BAN PROGRAMME SYLLABI

FIRST YEAR

AUTUMN SEMESTER

International Trade (EUEB4E)	20
Econometric Modelling (EEE11E)	22
General Economics III - International Economics (ENE29E)	24
Public Economics (EEE10E)	25
Managerial Finance (EUEB5E)	27

SPRING SEMESTER

ICT for Managers (ETE6AE)	28
Wholesale and Retail Trade EUEB6E	30
Business Management (EREZ2E)	31
Marketing Communication EREY2E	32
Systems and Organizational Engineering EIEA4E	34
Accounting EUEB7E	35

SECOND YEAR

AUTUMN SEMESTER

Marketing Management	38
Strategic Management	40
Marketing Research	42
Business Information Systems	44
International Accounting Standards	46

SPRING SEMESTER

Logistics	48
Strategy of Information Systems	49
Evaluation of Entrepreneurial Activity	50
Strategic Marketing	52

MSc in Business Administration

Programme syllabi – First year



INTERNATIONAL TRADE (EUEB4E)

Department of Trade and Finance
Faculty of Economics and Management

Lecturer:	Ing. Petra Šánová, Ph.D.
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	none

Objective and general description:

The course focuses on teaching international business environment in terms of legal, foreign exchange, corporate and global relations. It introduces students to the basic principles of international trade from a position of export subsidies by domestic exporters to the EU and third countries. The course includes analysis of the risk of international trade transactions.

Lectures:

1. International trade - characterisation and terminology. International and world business structures
2. Operations in an international trade.
3. Export and import (rendu) price calculation. Price in an international trade. Construction of price
4. Tariff provision. Integrated tariff of the Czech Republic and EU.
5. Licence procedure and other not tariff measures
6. Payment tools in an international trade.
7. Trade parity and an insurance.
8. International transport.
9. Trade negotiations with foreign partners.
10. Risks in international trade.
11. International and global business structure communities.
12. Globalization of international trade

Seminars:

1. Terminology used in international trade. Prices calculation for export and import operations - models
2. Exporting and importing procedure - models.
3. Customs declaration. Customs régimes.
4. Risks in international business relations.
5. Insurance in an international trade.
6. Support of Czech exporters.

Study literature:

1. HINKELMAN, Edward.,G. International trade documentation, World Trade Press, 2008, ISBN:978-80-7399-758-8
2. HINKELMAN, Edward.,G. Dictionary of International Trade, World Trade Press, 2009, ISBN:978-80-7399-759-5

ECONOMETRIC MODELLING (EEE11E)

Department of Economics
Faculty of Economics and Management

Lecturer:	Dr. Stephen Clark
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	Micro- and Macroeconomics, Mathematics and Statistics

Objective and general description:

The course is organised through lectures and calculation practicals with economic interpretation of results. In order to pass the course it is essential to participate actively at practicals, submit course project, and be successful at examination. During the lectures, the main problems are explained and during the exercises, outlined principles and methods are verified and studied in depth by solving specific problems determined for each of practicals. During second half of semester students work on their course projects which are evaluated by practicals teacher. This assessment is involved into final grade during passing of examination. Forms of teaching are based on lectures and seminars with use of PC classrooms. The course aims to give students knowledge of econometric modelling which is in countries with developed market mechanism a non-substitutable tool of quantitative analysis of national economy development, its industries and enterprises for determination of an optimal strategy of development of enterprises, agrifood sector and economy as a whole. Teaching forms are based on lectures and seminars, the use of computer technology is supposed. The content of the subject is a specification of econometric models, explanation of the basic methods, derivation of structural parameters, econometric analysis of demand and supply and they mutual interaction, econometric analysis of production and costs. There are explained complex econometric models for industry and macroeconomic modelling. In the following part there are demonstrated open principles of prognostic use of econometric models on the both macroeconomic and enterprise level and types of simulation calculations for economical choice optimization.

Lectures:

1. Introduction into Econometrics
2. Assumptions of LRM
3. OLS, GLS
4. Verification of LRM; t-test, F-test, Goodness of fit, Tests for autocorrelation, heteroscedasticity, normality, functional form, exogeneity;
5. Specifics of time series – integrated processes
6. Simultaneous models
7. TSLM; MMVR
8. Consumption models
9. Production models
10. Modelling of Agri-Food market
11. Forecasting

Seminars:

1. Linear Algebra
2. Construction of LRM
3. Assumptions and estimation of LRM
4. Dynamisation; Dummy variables
5. Simultaneous models
6. TSLM; MMVR
7. Verification of econometric model
8. Modelling of consumption
9. Modelling of production
10. Forecasting

Study literature:

1. Darnell, Adrian C., Evans, L.: The Limits of Econometrics, Edward Elgar Publishing Limited, Hants, England 1994, ISBN 1-85278-517-9
2. Greene, William H.: Econometric Analysis, Pearson Education, Inc., New Jersey 2003, ISBN 0-13-110849-2
3. Griffiths, W.: Learning and Protecting Econometrics, Wiley, 1993
4. Gujarati, Damodar N.: Essentials of Econometrics, McGraw-Hill, Inc., USA 1992, ISBN 0-07-025194-0
4. Charemza, Wojciech W., Deadman, Derek F.: New Directions in Econometric Practice, Edward Elgar Publishing Limited, Hants, England 1993, ISBN 1852788461
5. Katos A., Lawler K., Seddighi H.: Econometrics: a practical approach, Routledge; 1 edition, 2000, ISBN 0 41515 645 9
6. Tvrdoň, J.: Econometrics modelling, ČZU Praha 2008
7. White, H.: New Perspectives in Econometric Theory, Edward Elgar Publishing Limited, Cheltenham 2004, UK, ISBN 1 84376 586 1

GENERAL ECONOMICS III - INTERNATIONAL ECONOMICS (ENE62E)

Department of Economics
Faculty of Economics and Management

Lecturer:	PhDr. L. O. Dittrich, Ph.D.
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	Micro- and Macroeconomics

Objective and general description:

This course introduces models of international trade and applies the theory to analyze gains from trade, pattern of trade, protectionism, balance of payments, exchange rate determination, international policy coordination and international labor and capital markets.

Lectures:

1. World Trade, Overview, Labor Productivity and Comparative Advantage
2. Resources, Comparative Advantage and Income Distribution
3. The Standard Trade Model
4. Economies of Scale, Imperfect Competition and International Trade
5. International Factor Movements
6. The Instruments of Trade Policy
7. The Political Economy of Trade Policy
8. Trade Policy in Developing Countries
9. Controversies in Trade Policy, Developing Countries: Growth, Crisis, and Reform
10. National Income Accounting and Balance of Payments
11. Exchange Rates and the Foreign Exchange market: An Asset Approach
12. Optimum Currency Areas and the European Experience

Study literature:

1. Krugman, P.R., Obstfeld, M. International Economics, Theory and Policy. 7th Ed. Pearson, Addison – Wesley, 2006.
2. Stephen Husted, Michael Melvin, : International Economics, 7th Edition, Pearson, Addison Wesley, 2007
3. Giancarlo Gandolfo, International Trade Theory and Policy. Paperback. 544pp. 1998.
4. Svatoš, M. et al., Economics of Czech and Slovak Agriculture Intergration with the EU. Prague 1999.

PUBLIC ECONOMICS (EEE10E)

Department of Economics
Faculty of Economics and Management

Lecturer:	Ing. Irena Benešová, Ph.D.
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	Micro- and Macroeconomics, Mathematics and Statistics

Objective and general description:

The aim of this subject "Economics of public sector" is to introduce the basic foundation of the functioning of the public sector in the framework of the national economy. The stress is put on the functioning of the public sector, possible ways how to finance it and the way how the public sector can influence the overall national economy of the state by the fiscal policy. The first part of the subject deals with the microeconomic reasons for public interventions to the economy. The second part focuses on fiscal functions and fiscal consolidation.

Lectures:

1. Public sector - determination, economical reason of public sector existence
2. Functions of public sector. Economic principles of the modern states.
3. Public goods - basic characteristics.
4. General and partial equilibrium for public goods.
5. Public expenditures. Effectiveness of public expenditures
6. Fiscal decentralization, state budget - principles, functions, rules.
7. Public budgeting systems. Performance - Based Budgeting. Budget process.
8. Budgetary income and expenditures
9. Fiscal imbalance, deficit and debt.
10. Economics of taxation. Tax policy - theory and practices.
11. Redistribution. Introduction to the state social policy
12. Introduction to the stabilization policy.

Seminars:

1. Institutional structure of public sector
2. Position of public sector in national economy. Externalities.
3. Structure of the public sector. Public goods.
4. Extent of the public sector. State budget.
5. Factors influencing the extent of public sector. Public choice.
6. Evaluation of effectiveness of public expenditures. Project evaluation. Credits.

Study literature:

1. AUERBACH, A. J. a Feldstein, M. Handbook of Public Economics Volume 4. 1. Amsterdam : North-Holland Elsevier, 2002. stránky 1787 - 2430. 0-444-82315-8.
2. BAILEY, S. J. Strategic Public Finance. New York : Palgrave Macmillan, 2004. str. 288.
3. MCSWEENEY, B. The roles of financial asses market failure denial and the economic crisis: Reflections on accounting and financial theories and practices. Accounting, Organizations and Society. 2009, Sv. 34, stránky 835 - 848.

MANAGERIAL FINANCE (EUEB5E)

Department of Trade and Finance
Faculty of Economics and Management

Lecturer:	PhDr. L. O. Dittrich, Ph.D.
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	Micro- and Macroeconomics, Mathematics and Statistics

Objective and general description:

Introduction to the problems of the financial system as a collection of markets, institutions and regulations and techniques related to the financial decisions of financial market participants. The aim is to explain the issues and aspects of the functioning of the financial markets (money and capital) to acquire basic knowledge of users of financial services. Simultaneously explain the matter and use of investment instruments, including their basic analysis for successful investments in the financial market.

Lectures:

1. The introduction in financial market.
2. Money, money stock, money power units.
3. Role of Czech National Bank (ČNB), the regulation tools of interest and depository policy.
4. The principles of activity commercial banks - bank trades, bank-interesting trades.
5. The principles of activity commercial banks - bank trades, bank-interesting trades.
6. Bills and notes
7. Securities
8. Stocks and shares
9. Financial derivatives
10. Trading on BCPP (PSE) and RM-system
11. Collective investment
12. Financial investment

Seminars:

1. Terms and conditions. Financial markets - basics. Balance in the money market.
2. Financial instruments assessing I.
3. Financial instruments assessing II.
4. Bills issuinges
5. Securitization analysis - fundamental
6. Classification test

ICT FOR MANAGERS (ETE6AE)**Department of Information Engineering**
Faculty of Economics and Management

Lecturer:	Ing. Petr Benda, Ph.D.
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The objective of the course is to supply student by basic necessary knowledge and skills from the areas of applied mathematics, applied logic, algorithmization and theory of computation for understanding the consecutive special courses in master degree program in informatics. With respect to the possibility of the students with different previous education on bachelor degree level to entry the program, the course is used also as a tool for consolidation of the base for further study.

During the course students get to know the fundamentals of set theory, the concepts of fuzzy set, relation, fuzzy relation and operation. Get acquainted with the concepts of data message, information and knowledge. Relations will be applied to the various types of ordering as preference relations and also to the representation of information by data using data base structures. Students get acquainted with the possibility to describe the attributes of the objects in real world by numbers using measurement. Further with the representation of measures by data and with the problems of interpretation of results obtained by computation as meaningful statements valid in real world.

Students get the knowledge about propositional and predicate calculus and with deduction in a given theory. . Get acquainted with the directed and undirected graphs and their applications to the description of process and algorithm, decision-making theory, for process planning and for a selected optimisation tasks with application in economy. Students get the knowledge about the concept of formal language, formal grammar and with the mathematical models of computation. The part of the course will be also the study of recursive and recursively enumerated languages and problems on the formal model and in practical situations. The regard will be given to computational complexity of algorithms. Get to now basic information about NP-hard and NP-complete problems and with the possibility of alternative heuristic approaches to such problems. The brief information concerning the algorithms for classification, pattern recognition and cluster analysis will be also given...

Lectures:

1. Classes and sets. Set operations. Fuzzy sets and operation on fuzzy sets
2. Concept of data message, information and knowledge. Interpretation of data obtained by computation
3. Relation. Fuzzy relation. Preference relation types. Database relation structures, operation on the set
4. Directed and undirected graphs. Trees. Their representation in data. Fundamental tasks for graphs
5. Concept of direct access memory machine Algorithm. Procedure. Definition of computational complexity of algorithms
6. Base and structured data types. Structured algorithm, program and design. Representation using graphs. Recursion
7. Propositional logic. Logical functions. Boolean algebra. Normal forms of logical function
8. Predicate logic. Formal theory. Natural deduction in predicate calculus. Resolution principle
9. Formal languages and grammars. Programming languages syntax, Chomsky's hierarchy
10. Deterministic and nondeterministic finite automata. Regular expressions. Regular languages
11. Formal computation models. Turing machines. Recursive and recursively enumerated languages and problems
12. Formal definition of computational complexity P-hard NP-hard and NP-complete algorithms and problems

Seminars:

1. Entry test. Rehearsing and completing entry knowledge
2. Practise the theory explained during lectures
3. Algorithms for structured data
4. Computational complexity analysis of concrete algorithms
5. Logical functions
6. Analysis and synthesis of formal models of computation, recognizing a given formal language

WHOLESALE AND RETAIL TRADE EUEB6E

Department of Trade and Finance
Faculty of Economics and Management

Lecturer:	Ing. Petra Šánová, Ph.D.
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	General Economics, Trade theory, Economic disciplines

Objective and general description:

The course deals with the explanation of all the basic and specific processes of wholesale storage and sale of agricultural and food commodities, foreign exchange and logistics systems used wholesale technologies. Students learn the latest methods of storage and sale of food in both the wholesale level and in retail. At the same time, students are acquainted with the rules of the wholesale and retail business.

Lectures:

1. Wholesale position, targets and function.
2. Wholesale transformation and wholesale business. Wholesale classification.
3. Assortment of utility goods in a wholesale.
4. Logistics in wholesale, technology of wholesale, wholesale warehouses.
5. Wholesale operation - purchase, sale, transport.
6. Interactive business in wholesale.
7. Position and importance of retail trade in distributive channels.
8. Retail channels, trading area, marketing area.
9. Retail shops - characterization, classes and sorts.
10. Retail assortment.
11. Price - strategy, sales approach and competitive price.
12. Relations between salesmen and customers.

Seminars:

1. Wholesale classification. Wholesale operation - purchase, sale, transport - schedules.
2. Operations in wholesale. Handling equipment.
3. Position and importance of retail trade in distributive channels-education.
4. Consumer behaviour.
5. Retail sales support.
6. Trends in wholesale and retail technology.

BUSINESS MANAGEMENT (EREZ2E)

Department of Management
Faculty of Economics and Management

Lecturer:	Richard Selby, Ph.D.
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	Fundamentals of Management; Fundamentals of Accounting

Objective and general description:

The course is focused on development of students skills and knowledge in the area of business management by applying various managerial concepts, methods and techniques on business level..

This module builds on the participants' basic knowledge of Management. Participants are encouraged to question the generally accepted theories, and to consider alternative solutions to management problems. Lectures are supported by appropriate practical exercises and assignments.

Lectures:

1. Development in businesses and their management
2. Business development life cycle
3. Management of business processes
4. Organization of business – principles and guidelines
5. Change in nature of work, knowledge enterprise
6. Differences in management of various business types
7. Business in international context
8. Management ethics
9. Corporate social responsibility
10. Managing Marketing and Customer Care.
11. Managing Quality Management Systems (ISO 9000/2000).
12. Managing Health and Safety.

Seminars:

Seminars are conducted on an experiential basis to consolidate the theoretical concepts contained in the lectures.

MARKETING COMMUNICATION EREY2E

Department of Management
Faculty of Economics and Management

Lecturer:	Ing. Tereza Balcarová, Ph.D.
Teaching period:	academic year 2012/2013 (spring semester)
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	none

Objective and general description:

The aim of the course is to bring the understanding of the promotions' basics and principles to students, and let them to obtain the basic promotion skill. The lectures show the promotion principles and theory with the case studies. The seminars help students to obtain the skill in the usage of the basic promotion tools. The students are solving the real-life cases, evaluate their results, and are lead to develop their knowledge in promotional mix. At the end of the course the students are able to use the basic promotional tools, to plan, control, and evaluate promotion. The lectures and seminars are completed with the e-learning activities (online texts, case studies, self-evaluation tests, etc.).

Lectures:

1. Setting conditions of course, the credit acquiring, and partial task of course project - the creation of package of students' chosen product. Brainstorming, teamwork.
2. Packaging as a tool of promotion. Presentation of proposed packages. Critical evaluation of packages in teams. Exchange of improving proposals between teams.
3. Public relations. The main principals in press release's creation. Partial task of course project - creation of press release. Brainstorming, teamwork.
4. Presentation of press release's proposal. Critical evaluation of proposed press releases in teams. Exchange of improving proposals between teams.
5. Advertising. The main principals of audio-visual advertising spot's production. Explanation of storyboard. Partial task of course project - creation of advertising storyboard. Brainstorming, teamwork.
6. Presentation of advertising storyboard's proposal. Critical evaluation of proposed storyboards in teams. Exchange of improving proposals between teams.
7. Sales promotion. Explanation of basic techniques. Partial task of course project - creation of sales promotion's proposal. Brainstorming, teamwork.
8. Presentation of sales promotional's proposal. Critical evaluation of proposals in teams. Exchange of improving proposals between teams.
9. Personal selling. Basic techniques and principals of personal selling. Partial task of course project - proposal of personal selling's technique. Brainstorming, teamwork.

10. Presentation of personal selling 's proposal. Critical evaluation of proposals in teams. Exchange of improving proposals between teams.
11. Virtual market. Evaluation of others teams promotional proposals (course projects). Teamwork. Submitting in LMS Moodle.
12. Virtual market. The ranking of each team 's promotional proposal (LMS Moodle). Evaluation of its own success. Success/failure 's causes identification. Teamwork.

Seminars:

1. Introduction to promotion – basic terms, identification of promotional mix.
2. Process of promotion - identification of target groups, analysis of the current state of promotion, aims and content of communication, channels of communication, budget.
3. Public relations - publicity, enterprise and communities, image and its ways of evaluation.
4. Advertising - functions, types, and requirements, evaluation of advertisement.
5. Sales support - support in the place of sale, showing off the product, consumer competitions, fairs, and exhibitions.
6. Personal selling - influencing the attitudes of communicating partner, leading roles of non-verbal messages, superior games, fundamentals of negotiation, basic techniques of personal selling, roleplaying.

SYSTEMS AND ORGANIZATIONAL ENGINEERING EIEA4E**Department of Information Technologies**
Faculty of Economics and Management

Lecturer:	Prof. Thomas Butler
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	none

Objective and general description:

The aim of the course Software Engineering is to teach students the basic methodological instruments for solving tasks of arrangement and management of complex objects, processes and other items for information support of institutions. The course will provide a basic view about approaches and organizing in implementation and utilisation of information systems. The types of the system life-cycle, decomposition of the IS project into phases planning of the information strategy, analysis, design and implementation, as well as the techniques used in individual phases will be explained in the lectures. A particular attention will be paid to formal techniques of modelling of the problem domain and also tools for expressing and communication will be described. Seminars will be focused at training of individual structured techniques, mainly diagrams. Individual techniques will be illustrated at the case studies with utilisation of the I-Case tool Meta Edit.

Lectures:

1. System and system engineering
2. Case and I-Case tools
3. Diagrams as instruments of communication
4. Entity Relationship Diagram and Data Structure Diagram
5. Hierarchical models
6. Data flow diagram
7. Structure chart
8. Sequence diagram
9. Life cycle of system
10. Role of data models
11. Information strategy planning
12. Methods of analysis

Seminars:

1. MetaEdit+ I-CASE
2. Expressional features of computer diagrams
3. ERD
4. DSD
5. Hierarchical dgm

ACCOUNTING EUEB7E

Department of Trade and Finance
Faculty of Economics and Management

Lecturer:	Ing. Enikő Lőrinczová, Ph.D.
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The aim of this course is to provide theoretical knowledge and practical skills of Accounting and Taxes and Accounting harmonization. The course also introduces the basic principles of IAS/IFRS and US GAAP.

Lectures:

1. Basic Accounting Theory – Balance sheet in general
2. Basic Accounting Theory – Income statement in general
3. Accounting Harmonization, Accounting Harmonization within EU, EU Directives
4. Balance sheet – horizontal and vertical format
5. Income statement by nature
6. Income statement by function
7. Changes in own inventory
8. Securities, Investments
9. Stockholder´s Equity
10. Income Tax, Deferred tax
11. Principles of IAS/IFRS
12. The differences and similarities between EU Directives, IAS/IFRS, US GAAP.
13. The differences and similarities between EU Directives, IAS/IFRS, US GAAP

Seminars:

1. T- account, recording of accounting events.
2. Accounting for fixed assets, inventory, expenses and revenues.
3. Accounting for own equity, Securities, depreciation, wages.
4. Book-closing, Financial statements.
5. Taxes, financial statements.
6. IAS/IFRS - examples
7. Differences between EU Directives and IAS/IFRS - examples

Study literature:

1. Lorinczova E. : Accounting, PEF, ČZU, Praha, 2010
2. Stárová M. : Accounting - seminars, PEF, ČZU, Praha, 2006
3. Accounting legislation in 2009, Trade Links, sro., Prague, 2009
4. Czech Taxation in 2005, Trade Links, s.r.o., Prague, 2005
5. Kovanicová D.: Jak porozumět světovým, evropským, českým účetním výkazům, Bova Polygon, Praha, 2004
6. Mládek R.: Postupy účtování podle IFRS- IFRS Policies and Procedures, Leges, Praha, 2009
7. Mládek R. : Světové účetnictví - IFRS, US GAAP, Linde Praha, 2005
8. Adámková D. : Účetnictví podle mezinárodních standardů, ČZU, PEF, Praha, 2003
9. Fourth Council Directive 78/660/EEC
10. Seventh Council Directive 83/349/EEC
11. IAS/IFRS – Illustrative Financial Statements, PWC, 2009
12. IFRS and Czech GAAP – Similarities and differences, PriceWaterhouseCoopers, 2008
13. Meigs, Williams, Haka, Bettner: Accounting, Irwin/McGraw-Hill, 1999
14. Deloitte – Touche Tohmatsu IAS Plus website: www.iasplus.com
15. Price Waterhouse Coopers website: www.pwcglobal.com
16. Financial Accounting Standards Board US: <http://www.fasb.org>

MSc in Business Administration

Programme syllabi – Second year

©

MARKETING MANAGEMENT ERE1BE

Department of Management
Faculty of Economics and Management

Lecturer:	Ing. Stanislav Rojík Ph.D.
Teaching period:	academic year 2017/2018 (winter semester)
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

Graduates have a broad theoretical knowledge of Marketing Management. Students have a solid idea of the basic relationships in various functional areas and links between them. Graduates have a clear awareness of the limitations of their knowledge, and understanding of the content of further studies in these areas.

Lectures:

1. Marketing theory: Concept of marketing versus sales; concept of a market; relationships; marketing process
2. Marketing theory: Enhanced STEP analysis, the 7-level marketing mix; value chain
3. Marketing theory: Segmentation
4. Marketing theory: SWOT analysis, and its application in marketing
5. Marketing theory: Marketing research, methods and techniques
6. Marketing theory: Product life-cycle;
Marketing management: Managing the marketing cycle; defining marketing objectives
7. Marketing management: Marketing plan
8. Marketing Management: Customer communication; advertising
9. Marketing theory and management: Buyer behaviour; decision making unit
10. Marketing management: Customer care; quality
11. Marketing management: Marketing ethics
12. Marketing theory and management: Current trends in Marketing - Marketing 3.0

Seminars:

1. Consideration and discussion of the marketing process; STEP analysis for a fictitious company. Consideration of the components of a comprehensive Marketing mix
2. Segmentation exercise; SWOT analysis for the company
3. Marketing research exercise; Managing the Product life cycle
4. Produce a marketing plan (I); Advertising/promotion in context of the marketing plan
5. Quality and Customer care in the context of the marketing plan; Production of the marketing plan (II)
6. Presentation and defence of Marketing Plan

Study Literature:**Basic:**

1. Kotler, P., Keller, K.L., Brady, M., Goodman, M., Hansen, T.; Marketing Management; Pearson 2009; ISBN-13 978-0273718567
2. Kotler, P.; Kotler on marketing; Free Press (Simon & Schuster UK Ltd); ISBN 0-684-86047-3
3. Jay, R.; Successful marketing plans; Hodder & Stroughton (UK) 1999; ISBN 0-340-747579

Recommended:

1. Selby, R.J. in Smutka, L. et al; World agricultural productions, consumption and trade development - selected problems (Chapters 14-16); Poweroprint Praha 2012; ISBN 978-80-87415-45-0
2. Kotler, P. A.; framework for marketing management; Prentice Hall (USA), 2001; ISBN 0-13-018525-6
3. Ferrell, O.C., Dobb, S., Simkin, L., Pride, W.M.; Marketing Concepts and strategies; Houghton Mifflin 2005; ISBN-13 978-0618532032

STRATEGIC MANAGEMENT ERE1DE

Department of Management
Faculty of Economics and Management

Lecturer:	Prof. Ing. Ivana Tichá, Ph.D. Prof. Dr. Brechbühler Peskova Marie
Teaching period:	academic year 2017/2018 (winter semester)
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	none

Objective and general description:

The goal of the course unit is to provide knowledge and the skills in strategic management to the students.

Graduates receive a comprehensive theoretical knowledge of contemporary trends in business management with an emphasis on the importance of strategic management. They understand the background of different theoretical concepts to create competitive strategies and they know how to critically evaluate. They can handle the theoretical aspects of the process of formulating and implementing strategies, including the influence of interest groups in these processes. They understand different concepts and models that support increasing the competitiveness of enterprises, including their advantages and limitations. They will have different methodological procedures associated with each stage of the process of strategic management.

Lectures:

1. Strategic Management Process
2. Competitive Advantage
3. Guest lecture
4. External Environment
5. Internal Environment
6. Strategy Formulation
7. Guest lecture
8. Strategy Implementation
9. International Perspectives on Strategy
10. Strategic Alliances. Knowledge Management and Learning Organisation

Seminars:

1. Introductory case study - (teamwork)
2. Feedback and Assessment
3. Case study - environmental analysis (teamwork)
4. Case study - environmental analysis (teamwork)
5. Feedback and Assessment
6. Case study -building competitive advantage (teamwork)
7. Case study -building competitive advantage (teamwork)
8. Feedback and Assessment. Test
9. Case study - strategy implementation (teamwork)
10. Feedback and Final Assessment

Study literature:

1. Miller, A. Strategic Management, Irwin/McGraw-Hill, 1998
2. Collis, D.J., Montgomery, C.A. Corporate Strategy A Resource Based Approach, Irwin/McGraw-Hill, 1998
3. Stacey, R. Strategic Management and Organisational Dynamics, Pitman Publishing, 1993
4. Harvard Business Review
5. Strategic Management Journal
6. Ticha, I. Strategic Management (study text), PEF ČZU Praha, 2005
7. Fitzroy, P., Hulbert, J. Strategic Management Creating Value in Turbulent Times
8. Tomposn, J. L. Strategic Management. Thomson Learning, United Kingdom 2001
9. Hitt, M.A., Ireland, R.D., Hoskisson, R. E. Strategic Management competitiveness and globalization. South-Western College Publishing, USA 2001
10. Daft, R. L. Management. Thomson Learning, Ohio USA 2004
11. Fitzroy, P., Hulbert, J. Strategic Management creating value in turbulent times. John Wiley a sons, Inc., UK 2005
12. Pitts, R.A., Lei, D. Strategic Management Building and Sustaining Competitive Advantage, South-Western College Publishing, 2000

MARKETING RESEARCH ERE1CE

Department of Management
Faculty of Economics and Management

Lecturer:	Prof. Eamon Lenihan
Teaching period:	academic year 2017/2018 (winter semester)
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	none

Objective and general description:

The aim of a course is to make student familiar with basic principles, algorithm, and methods of an applied marketing research. Presentations, seminars, team projects will be employed as a substantial form of teaching. In frame of seminars students will process a team project. The form of project is marketing research on chosen topic. One third of seminars are provided as a consultation with aim to prepare a methodology of marketing reseach, construct a questionnaire. The rest of seminars are dedicate to collecting and processing of secondary and primary data a marketing research and finally present a results of research.

Lectures:

1. The Role of Marketing Research in Marketing Management
2. The Research Process
3. Marketing Information System and Marketing Decision Support System
4. Secondary data sources Marketing Research and Database Development
5. Quantitative and Qualitative Marketing Research
6. Descriptive Research: Survey Methods
7. Exploratory Research: Types of In- Depth interviews
8. Causal Research: Experiment Test Markets and Observation Methods
9. Sampling: Design in Marketing Research
10. Questionnaire Design
11. Coding and Preparing Data for Analysis
12. Data Analysis

Seminars:

1. Basic information, assignement of project, team set up
2. Marketing research and its role in frame of Marketing management
3. Methodology of marketing research, methods of data gathering and common rules of questionnaire design
4. Mandatory consultation
5. Individual consultation
Presentation and defence of projects

Study literature:

1. Kotler, P. Management marketing. Grada Publishing, Praha 1999
2. Meffert, H. Management - marketing. Grada Publishing. Praha 1999
552 s. ISBN 80-7169-329-4.
3. Kinnear, C., Thomas. Taylor, R., James, Marketing Research.
McGraw-Hill, Inc. New York 1991.
4. Hair, J.F.; Bush, R.P.; Ortinau, D.J.; Marketing Research a Practical
Approach for the New Millenium. McGraw 2001
5. Birn, J. Robin, The international Handbook of Marketing Research Techniques.
Kogan Page Limited. London 2008 ISBN 978 0 7494 3865 4

BUSINESS INFORMATION SYSTEMS ETEA5E

Department of Information Technologies
Faculty of Economics and Management

Lecturer:	Ing. Jan Tyrychtr, Ph.D.
Teaching period:	academic year 2017/2018 (winter semester)
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	none

Objective and general description:

The subject informs students about information system in practical application on side of client and on part of PC programm (database, process security). On lectures will be described some system and on seminars - computer laboratory - will be implemented analysis. On finish of semestre students create study about proposal of implementation of information system in organization. The course combines lectures with theoretical (practical) exercises under supervision, e.g. group work.

Lectures:

1. Theory of Informations System, Enterprise Information System.
2. Analysis of Business Process
3. Information Security of Business Process
4. Organizational Scheme in Link on Implementing Information System
5. Computer-Based Information Systems - CBIS
6. Data Input, Process, Data Output. Examples of Modules.
7. Information System Reaction to Hierarchy in Management Process
8. Criteria for Evaluation Information Methods to Decision Support
9. Analytic Hierarchy Process (AHP). Examples - Usage AHP Methods
10. Guarantee Functional Reliability
11. Supposed Development of System, Possibilities of Modifications and Complements
12. Preparation of Implementing Study

Seminars:

1. Characteristic of Enterprise Information System, System Decomposition
2. Modelling Tools, (Model Characteristic, its Application in Analysis)
3. Analysis Business Process
4. Examples AHP Method
5. Proposal of Model Changing Enterprise Information System
6. Implementing Study - Evaluation - Assignment

Study literature:

1. Alter, Steven Information Systems. A Management Perspective. NYAdison-Wesley, 2001. -ISBN 0-201-35109-9
2. DRUCKER, Peter Ferdinand. Výzvy managementu pro 21. století. 1.vyd.Praha Management Press 2001.166 s.-ISBN 80-7261-021-X.
3. Alter, Steven The Work System Method for Understanding Information Systems and Inf. Syst.Research, CAIS ,2002, Volume 9 Article 6
4. Rockart, Jack Information Let`s Get it Right ,MIS September 2004 (Volume 3, Number 3)
5. Basl, J. ef. Podnikové informační systémy - Podnik v informační společnosti. Praha Grada 2002. 142 s. ISBN 80-247-0214-2

INTERNATIONAL ACCOUNTING STANDARDS EUEB8E**Department of Trade and Accounting**
Faculty of Economics and Management

Lecturer:	Ing. Marta Stárová, Ph.D.
Teaching period:	academic year 2017/2018 (winter semester)
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	none

Objective and general description:

The aim of this subject is to provide international aspects of financial accounting with focus on one of the main instruments of harmonization - International Accounting Standards (IAS from 2001 IFRS International Financial Reporting Standards). Classes are focused on classification, evaluation and recording of long-term and short-term assets by the moment of recognition, use, balance sheet date, and disposal, and further on valuation and recording of liabilities when incurred, settled and by the balance sheet date. Attention is paid to expenses (and losses) and revenues (and gains) and the preparation of financial statements according to IFRS, including mandatory disclosure of information about the company.

Lectures:

1. World accounting harmonization. Conceptual frame of preparing and presentation of financial statements according to IAS/IFRS.
2. Financial statements according to IAS/IFRS.
3. Long-term tangible and intangible assets (description, classification and recognition).
4. Long-term tangible and intangible assets (evaluation and depreciation). Borrowing costs.
5. Leases, inventories, biological assets and agricultural production.
6. Revenues and gains. Construction contracts.
7. Payables, provisions and contingent liabilities.
8. Cash, receivables and financial assets.
9. Own equity. Expenses and revenues and income tax (deferred tax).
10. Grants and government supports. Events after the end of reporting period.
11. Changes in accounting estimation, fundamental errors. Foreign exchange differences.
12. Interim financial reporting. Company combinations.

Seminars:

1. Content and structure of basic financial statements. Recognition of basic financial statements items.
2. Revaluation of long-term fixed assets, depreciation (amortization).
3. Leases. Inventories.
4. Operating expenses by function and by nature.
5. Revenues and gains. Construction contracts. Borrowing costs.
6. Payables, provisions and contingent liabilities. Cash, receivables and financial assets.
7. Equity. Pass-eligible.

Study literature:

1. HINKE, Jana. Účetní systém IAS/IFRS. Praha Alfa nakladatelství (Kernberg Publishing), 2007. 190 str. ISBN 978-80-903962-2-7.
2. DVOŘÁKOVÁ, Dana. Finanční účetnictví a výkaznictví podle mezinárodních standardů IFRS. Praha Comp.Press, 2011. 327 str. ISBN 978-80-251-3652-2.
3. BOHUŠOVÁ, Hana. Harmonizace účetnictví a aplikace IAS/IFRS. Praha ASPI, 2008. 307 str. ISBN 978-80-7357-366-9.
4. JÍLEK, Josef; SVOBODOVÁ, Jitka. Účetnictví podle mezinárodních standardů účetního výkaznictví 2012. 2.vyd. Praha Grada Publishing, 2012. 448 str. ISBN 978-80-80-7357-366-9.
5. KRUPOVÁ, Lenka a kol. IFRS Mezinárodní standardy účetního výkaznictví - Aplikace podnikové praxi. Praha VOX, 2009. 804 str. ISBN 978-80-86324-76-0.
6. ŠRÁMKOVÁ, Alice; JANOUŠKOVÁ, Martina. Mezinárodní standardy účetního výkaznictví - praktické aplikace, Institut certifikace účetních, Praha 2009. 291 str. ISBN 978-80-86716-61-9.

LOGISTICS ERE1AE

Department of Management
Faculty of Economics and Management

Lecturer:	Dr. Prashanth Pilly
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Masters
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	none

Objective and general description:

The course is oriented to the area of logistics management of tangible and intangible flows in logistics chains. The course presents logistics as a cross-discipline with synergic effects in the management of supplier-customer relations in order to ensure the effectiveness of both for customers and for each participant. They are prerequisites for designing supply chains to ensure maximum customer satisfaction, efficient logistics performance and optimize the costs of management of logistic processes.

Study literature:

1. BOWERSOX, D. J., CLOSS, D. J. Logistical Management The Integrated Supply Chain Process. New York The McGraw - Hill 1996. ISBN 0-07-006883-6
2. DOUGLAS, L. STOCK, J.R., ELLRAM, L. Logistika. Praha Computer Press 2000. ISBN 80-7226-221-1
3. PERNICA, P. Logistický management. Praha RADIX, 1998. ISBN 80-86031-13-6
4. PERNICA, P. Logistika pro 21 století. Praha Radix s.r.o, 2004. ISBN 80-86031-59-4
5. SCHULTE, Ch. Logistika. Praha Victoria Publishing, 1994
6. ŠTŮSEK, J. Logistický management. Praha, ČZU, 2005. ISBN 80-213-1259-9
7. ŠTŮSEK, J. Řízení provozu v logistických řetězcích. Praha C.H.Beck, 2006. ISBN 80-7179-534-8

STRATEGY OF INFORMATION SYSTEMS ETEA6E

Department of Management
Faculty of Economics and Management

Lecturer:	Ing. Jan Tyrychtr, Ph.D
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Masters
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	none

Objective and general description:

This subject deals with relation between global enterprise strategy and information strategy. The course combines lectures and seminars. The seminars are interactive with involvement of the students in solving (under the supervision of the teacher) case studies defined by the teacher. The seminars also practically develop the knowledge from the lectures and suggested reading.

Study literature:

8. Robert D. Galliers, Dorothy E. Leidner: Strategic Information Management: Challenges and Strategies in Managing Information Systems [Kindle Edition]. Routledge; 4 edition (June 11, 2014). 584 p. ISBN-10: 0415996465
9. James D McKeen: IT Strategy (2nd Edition). Prentice Hall; 2 edition (July 15, 2011). 336 p. ISBN-10: 0132145669
10. Tony Morgan: Business Rules and Information Systems: Aligning IT with Business Goals. Addison-Wesley Professional; 1 edition (March 18, 2002). 384 p.

EVALUATION OF ENTREPRENEURIAL ACTIVITY EEEI5E

Department of Economics
Faculty of Economics and Management

Lecturer:	Ing. Karel Malec, Ph.D.
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	none

Objective and general description:

The subject focus starts from the aim to teach students an analytical approach to evaluation of firm efficiency. In this respect the subject is focused on the following areas: - application of methodological apparatus in evaluation of efficiency of business, - standard and alternative approaches to evaluation of entrepreneurial activity (from a standard financial analysis to alternative possibilities of evaluation of reached results), - usability and advisability of models which deals with firm evaluation and prediction of its further "fate", - approaches to analysis of firm value, - a risk in business and possibilities of its quantification

Lectures:

1. Advisability and significance of evaluation (analysis) of entrepreneurial activity
- approaches to evaluation- utility value of analyses
2. Methods used in firm evaluation- a fundamental analysis
3. Methods of economic analysis
Technical analysis - elementary and higher methods- an analysis of individual indicators (horizontal and vertical analysis)- analysis of ratio indicators
4. Analysis of indicator systems- hierarchic indicator system- flat indicator system
Comparison of firms and analysis of differences
5. Evaluation of a firm in standard way:- financial analysis - its fundamental, indicators, advisability and usability
6. Analysis of profitability a profit and its substance - basic indicators of profitability
7. Analysis of liquidity - substance of liquidity - basic indicators
8. Analysis of indebtedness - indebtedness and its influence on entrepreneurial activity, basic indicators
9. Optimal structure of capital - Modigliani, Miller - indicators of economic activity
10. Evaluation and prediction models- differences- fundamental
11. A firm value as an indicator of entrepreneurial activity
12. Analysis of risk in entrepreneurial activity

Seminars:

1. Statement of profit and loss (costs, returns, operating result - an example of selected enterprise in which a financial analysis will be carried out)
2. Financial analysis I
3. - profitability analysis
4. Financial analysis II
5. - an analysis of liquidity
6. Financial analysis III
7. - an analysis of indebtedness
8. General evaluation of economic situation of a firm
9. Financial analysis - an analysis of economic activity

STRATEGIC MARKETING ERE1EE

Department of Management
Faculty of Economics and Management

Lecturer:	Ing. Stanislav Rojík Ph.D.
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Masters
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	none

Objective and general description:

The goal is to enhance knowledge and completion of required courses and literature to the ability to handle the managerial skills of strategic marketing management. Teaching is based on the use and development of knowledge of related subjects through lectures, seminars and tutorials on cases from practice.

Lectures:

1. Introduction to marketing management, its significance and functions. Marketing strategies.
2. Strategic marketing management processes, strategic marketing planning processes.
3. Internal marketing strategies preliminaries analysis, potential objectification, establishing and maintaining competitive advantage, co-operational approaches, marketing audit functions.
4. Formulation of suggested marketing strategies.
5. Orientation in marketing strategy approaches in accordance with: life cycles, product X service, market types, innovations, trade marketing, brand marketing, turbo, tele ... e-marketing, direct marketing, marketing strategies in accordance with customer

Seminars:

1. Initial training , organization and modalities of exercise, divided into teams , entering separate essay and the project team
2. Approval of the project focus on the real subject - see www.justice.cz / OR - Basic information about the company + balance sheet, income statement , annual report, audit report etc.
Assets and capital structure of the company , the results of business - financial health.
3. Analysis of internal assumptions and evaluation of entrepreneurial activity - current analysis and prediction of essential components.
4. Characteristics of the external business environment - prediction
Macro level (global : global trends , EU : legislation , subsidies , regulation , locale : GDP , inflation , taxes , interest rates , technology , mobility, demographics , etc.)
5. Confrontational SWOT matrix - the basis for strategy creation.
6. Inspection day projects.
7. Market business objectives , marketing objectives, marketing strategy proposal (MM) , action programs , finance + budgets.
8. Consulting projects.
9. Pass-eligible. Defense projects
10. Pass-eligible. Defense projects

MSc in Economics and Management

Programme syllabi



MSc EMN PROGRAMME SYLLABI

FIRST YEAR

AUTUMN SEMESTER

Sectoral Economics (EEE63E)	58
Business Management (EREZ5E)	59
Corporate Finance (ENE24E)	60
Econometric Modelling (EEE64E)	62
Methods of Social Research (EHEA2E)	64
ICT for Managers (ETEA8E)	66
Introduction to Study (EXE31Z)	67

SPRING SEMESTER

Economic Policy (EEEB1E)	68
Human Resources Management (ERE25E)	70
General Economics (ENE61E)	72
IT for e-Business (ETE44E)	73
Rural Development (EHEA3E)	74
Accounting (EUE01E)	77
Decision Support Systems (EAE24E)	79
Environmental Economics (EEE68E)	81
English for Academic Purposes (ELX57E)	83
English for Business Purposes (ELX55E)	84

SECOND YEAR

AUTUMN SEMESTER

World Economy (EEEA1E)	86
Marketing (EREB2E)	87
EU Integration (EEEE1E)	89
Management Information Systems (EIE18E)	91
Psychology of Organisation and Behaviour at Work (EPE16E)	93
Trade Theory and Foreign Trade (EEEE2E)	95
Statistical Seminar (ESE23E)	97
Co-operative Business (ERE32E)	99
Diploma Thesis Seminar (EEEB4E)	101

SPRING SEMESTER

Economics of Enterprises (Managerial Economics) (EEE46E)	103
Strategic Management (EREB4E)	105
Law of EU (EJE21E)	107
Computer Security (ETE45E)	108
Business Strategy (ERE27E)	110
International Finance (ENE34E)	112
Macroeconomic Analysis (EEEE3E)	113
Social Economy (EEEE4E)	115

MSc in Economics and Management

Programme syllabi – First year



SECTORAL ECONOMICS (EEE63E)

Department of Economics
Faculty of Economics and Management

Lecturer:	Ing. Jiří Mach, Ph.D.
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	General micro/macro economics

Objective and general description:

The course aims at acquiring basic knowledge of economic categories, production factors and their evaluation, indicators of economic performance and efficiency on the sector level. Economic position and problems of the sector are characterised, systemised and interrelated on the basis of different economic theories and viewpoints. Seminars are based on economic games and essay presentation. Students prepare and present group essays on the selected segment of the given sector.

Lectures:

1. What is economics? Basic types, levels. Positions of sectoral economics.
2. Production factors in general. Factor Mobility.
3. Production factor capital. Fixed capital consumption.
4. Production factor labour. Specifics of labour market.
5. Income disparity: definition, types, explanations.
6. Production factor land. Specifics of land market.
7. Indicators of economic performance. GDP: methods of computation, criticism, alternative indicators.
8. Costs as an economic category. Cost categories, cost calculation.
9. Economic efficiency indicators: productivity, profitability, intensity.
10. Regional and structural economics. Definition and evaluation of region.
11. Globalisation and its economic impacts. New economy.
12. Sustainable development: definition, limits. The role of selected sectors in SD.
13. Environmental economics. Environmental evaluation.
14. Specific types of economics, their implications on sectoral economics. Social economics, Feminist/gender economics.

Study literature:

1. Colander, D.C.: Macroeconomics. Irwin International, 1995
2. Carn, N.: Real Estate Market Analysis. Prentice Hall, 1998.
3. Samuelson, P., Nordhaus, W.: Economics. McGraw Hill, 1992
4. Perman, R. Ma, Y.: Natural Resources and Environmental Economics. Longman, 1996.
5. Vanek, J.: Crisis and Reform: East and West. Essays in Social Economy. Cornell University Press, 1989.

BUSINESS MANAGEMENT (EREZ5E)

Department of Management
Faculty of Economics and Management

Lecturer:	Richard Selby, Ph.D.
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	Fundamentals of Management; Fundamentals of Accounting

Objective and general description:

The course is focused on development of students skills and knowledge in the area of business management by applying various managerial concepts, methods and techniques on business level..

This module builds on the participants' basic knowledge of Management. Participants are encouraged to question the generally accepted theories, and to consider alternative solutions to management problems. Lectures are supported by appropriate practical exercises and assignments.

Lectures:

1. Development in businesses and their management.
2. Business development life cycle
3. Management of business processes
4. Organization of business – principles and guidelines
5. Change in nature of work, knowledge enterprise
6. Differences in management of various business types
7. Business in international context
8. Management ethics
9. Corporate social responsibility
10. Managing Projects (2: project scheduling and analysis).
11. Managing Marketing and Customer Care.
12. Managing Quality Management Systems (ISO 9000/2000).

Seminars:

Seminars are conducted on an experiential basis to consolidate the theoretical concepts contained in the lectures.

CORPORATE FINANCE (ENE24E)

Department of Economics
Faculty of Economics and Management

Lecturer:	PhDr. L. O. Dittrich, Ph.D.
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	Macroeconomics, Microeconomics, Management, Statistics

Objective and general description:

The purpose of the course is to introduce students to fundamentals of corporate finance, with special emphasis on financial decisions within the firm. The course covers among others topics such as: Objective of the firm; Time value of money; Financial statements and Ratio analysis; Capital budgeting decisions; Financial forecasting; Portfolio theory; etc. The course is organized in lectures and seminars format. Home study and homework assignments are integral part of the course work.

Lectures:

1. The Time Value of Money
2. Valuation
3. Capital Budgeting Techniques
4. How the Market Determines Discount Rates
5. Financial Ratio Analysis
6. Working Capital Policy
7. Cash and Marketable Securities Management
8. Management of short term assets
9. Management of short term liabilities
10. Short-Term Financing
11. Portfolio Theory
12. Risk and Return

Seminars:

1. The Time Value of Money, Valuation
2. Capital Budgeting Techniques, how the Market Determines Discount Rates
3. Financial Ratio Analysis Working Capital Policy
4. Cash and Marketable Securities Management, Management of Short Term assets
5. Financial Ratio Analysis Working Capital Policy
6. Management of Short Term Liabilities, Short Term Financing

Study literature:

1. Fred Weston & Thomas Copeland,: Managerial Finance, Addison Wesley Publishing Company, 1983
2. Brealey R.A., Myers S.C.: Principles of Corporate Finance, Third edition, McGraw-Hill, 1998
3. Douglas R. Emery, John D. Finnerty, John D. Stove: Corporate Financial Management, 2nd Edition, Pearson, 2004
4. Arnold G.: Corporate Financial Managemet, Financial Times Pitman Publishing, 1998

ECONOMETRIC MODELLING (EEE64E)

Department of Economics
Faculty of Economics and Management

Lecturer:	prof. Ing. Lukáš Čechura, Ph.D. / Ing. Lenka Rumánková, Ph.D.
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	Micro- and Macroeconomics, Mathematics and Statistics

Objective and general description:

The course is organised through lectures and calculation practicals with economic interpretation of results. In order to pass the course it is essential to participate actively at practicals, submit course project, and be successful at examination. During the lectures, the main problems are explained and during the exercises, outlined principles and methods are verified and studied in depth by solving specific problems determined for each of practicals. During second half of semester students work on their course projects which are evaluated by practicals teacher. This assessment is involved into final grade during passing of examination. Forms of teaching are based on lectures and seminars with use of PC classrooms. The course aims to give students knowledge of econometric modelling which is in countries with developed market mechanism a non-substitutable tool of quantitative analysis of national economy development, its industries and enterprises for determination of an optimal strategy of development of enterprises, agrifood sector and economy as a whole. Teaching forms are based on lectures and seminars, the use of computer technology is supposed. The content of the subject is a specification of econometric models, explanation of the basic methods, derivation of structural parameters, econometric analysis of demand and supply and they mutual interaction, econometric analysis of production and costs. There are explained complex econometric models for industry and macroeconomic modelling. In the following part there are demonstrated open principles of prognostic use of econometric models on the both macroeconomic and enterprise level and types of simulation calculations for economical choice optimization.

Lectures:

1. Introduction into Econometrics
 2. Assumptions of LRM
 3. OLS, GLS
 4. Verification of LRM; t-test, F-test, Goodness of fit, Tests for autocorrelation, heteroscedasticity, normality, functional form, exogeneity;
 5. Specifics of time series – integrated processes
 6. Simultaneous models
 7. TSLM; MMVR
 8. Consumption models
 9. Production models
 10. Modelling of Agri-Food market
 11. Forecasting
-

Seminars:

1. Linear Algebra
2. Construction of LRM
3. Assumptions and estimation of LRM
4. Dynamisation; Dummy variables
5. Simultaneous models
6. TSLM; MMVR
7. Verification of econometric model
8. Modelling of consumption
9. Modelling of production
10. Forecasting

Study literature:

1. Darnell, Adrian C., Evans, L.: The Limits of Econometrics, Edward Elgar Publishing Limited, Hants, England 1994, ISBN 1-85278-517-9
2. Greene, William H.: Econometric Analysis, Pearson Education, Inc., New Jersey 2003, ISBN 0-13-110849-2
3. Griffiths, W.: Learning and Protecting Econometrics, Wiley, 1993
4. Gujarati, Damodar N.: Essentials of Econometrics, McGraw-Hill, Inc., USA 1992, ISBN 0-07-025194-0
4. Charemza, Wojciech W., Deadman, Derek F.: New Directions in Econometric Practice, Edward Elgar Publishing Limited, Hants, England 1993, ISBN 1852788461
5. Katos A., Lawler K., Seddighi H.: Econometrics: a practical approach, Routledge; 1 edition, 2000, ISBN 0 41515 645 9
6. Tvrdoň, J.: Econometrics modelling, ČZU Praha 2008
7. White, H.: New Perspectives in Econometric Theory, Edward Elgar Publishing Limited, Cheltenham 2004, UK, ISBN 1 84376 586 1

METHODS OF SOCIAL RESEARCH (EHEA2E)

Department of Humanities
Faculty of Economics and Management

Lecturer:	prof. PhDr. Ing. Věra Majerová, CSc.
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The goal of this course is to introduce the students to basic techniques of quantitative and qualitative research in social sciences. During the seminars, individual techniques will be practiced, further to topics of previous lectures. The students who have gone through this course should be able to choose appropriate approaches in research of particular problems and to interpret acquired data. This course leads to independent use of basic methods and techniques of social sciences research. The students will learn classical and alternative techniques of data collection as well as different ways of work with data, interpretation and use for practical purposes.

Lectures:

1. What is scientific research; comparison of natural and social sciences; opportunities and limits of social sciences research.
2. Quantitative and qualitative research in social sciences, the main differences.
3. Quantitative research: identification of research problem, formulation of hypotheses, operationalization of variables.
4. Ways of choice, insurance of representativity during sample determination, mistakes of choice.
5. Procedure of field data collection, coding and preparation for analysis, statistic data processing and interpretation.
6. Observation, types and ways of observation.
7. Questioning methods, the difference between a questionnaire and interview.
8. Questionnaire construction, structure and formulation of questions.
9. Examination methods and document study.
10. Qualitative research: its specifications and opportunities.
11. Procedure of qualitative research and the method of involved examination.
12. Interview: the way of leading a dialogue, taking record, writing field notes and interpretations, data transcription.
13. Group interview.
14. Qualitative data analysis, open, axial and selective coding, creating own theory.

Seminars:

1. Introductory discussion on sociology
2. Purpose of sociology in society – identification of research problem. Ethics of research in social sciences.
3. Quantitative and qualitative research in social sciences, the main differences.
4. Quantitative research, hypotheses formulation, general and work hypotheses, operationalization of variables.

5. Choice of sample, difference between samples of qualitative and quantitative approach, mistakes in choice.
6. Preparation of field examination in quantitative research, data collection and their preparation for processing.
7. Preparation of qualitative examination project – comparison and explanation of methodological differences.
8. Triangulation of techniques and possible combinations of techniques.
9. Examination and interview and their use in qualitative and quantitative research.
10. Interview and group interview, its pros and cons.
11. Construction of a questionnaire and possibilities of its use.
12. Document study and types of documents, work with documents.
13. Sociometry and quasisociometry.
14. Closing review and ways of data presentation.

Study literature:

1. Babbie, E.: The practice of social research. Wadsworth Publishing Company, London, England, 1995, str. 104
 2. Becker, H. S.: Writing for social scientists: How to start and finish your thesis, book, or article. University of Chicago Press, Chicago, 1986
 3. Berg, B. L.: Qualitative research methods for the social sciences. Allyn & Bacon, Boston, 1989
 4. Brewer, J., Hunter, A.: Multimethod research: A synthesis of styles. Sage, Newbury Park, CA, 1989
 5. Bruyn, M. J. M.: Validity and the problem of reality: An issue of trust. IN Rothe, J. P.: Qualitative research. A practical guide. RCI/PDE Publications, Heidelberg, Ontario (Canada)
 6. Bruyn, M. J. M.: Validity and the problem of reality: An issue of trust. IN Rothe, J. P.: Qualitative research. A practical guide. RCI/PDE Publications, Heidelberg, Ontario (Canada)
 7. Corbin, J., Strauss, A.: Grounded theory method: Procedures, canons, and evaluative criteria. Qualitative Sociology, 13, str. 3-21, 1990
 8. Denzin, N. K., Lincoln, Y. S.: Handbook of qualitative research. Sage, Thousand Oaks, CA, 1994
 9. Denzin, N. K.: Sociological methods: A sourcebook. McGraw-Hill Book Company, New York, 1978
 10. Guba, E. G.: The paradigm dialog. Sage, Newbury Park, CA, 1990
 11. Guy, R. F., Edgley, C. E., Arafat, I., Allen, D. E.: Social research methods. Allyn and Bacon, Boston, 1987
 12. Hammersley, M.: Reading ethnographic research: A critical Guide. Longman, London, 1990
 13. Huberman, A. M., Miles, M. B.: Data management and analysis methods. IN Denzin, N. K., Lincoln, X. S.: Handbook of qualitative Research. Sage, Thousand Oaks, CA. 1994
 14. Kurzman, C.: Convincing sociologists: Values and interests in the sociology of knowledge. IN Miles, M. B., Huberman, A. M.: Qualitative data analysis: An expanded sourcebook.
 15. Leedy, P. D.: Practical research: Planning and Design (5. vydání). Macmillan, New York, 1993
 16. Babbie, E.: The practice of social research. Wadsworth Publishing Company, London, England, 1995, str. 104
 17. Bruyn, M. J. M.: Validity and the problem of reality: An issue of trust. IN Rothe, J. P.: Qualitative research. A practical guide. RCI/PDE Publications, Heidelberg, Ontario (Canada)
-

ICT FOR MANAGERS (ETEASE)

Department of Information Technologies
Faculty of Economics and Management

Lecturers:	Ing. Petr Benda, Ph.D.
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The aim of the subject is to provide the students with the basic information on the development and usage of new ICT. The basic forms of teaching are lectures, seminars in computer laboratory and independent work with PC. Students create their own individual essays as well as group web site project. Course support is at moodle.czu.cz and kitlab.pef.czu.cz.

Lectures:

1. Introduction into the course unit - Data-Information-Knowledge
2. Development of ICT and management support
3. Markup Languages
4. DHTML - DOM, DHTML - Cascading Style Sheets
5. DHTML - Cascading Style Sheets, Java Script
6. Computer Graphics and Web Design
7. Multimedia and Flash Technology
8. Architectures of IS, SOA, SaaS
9. Internet technologies on server side, DBS
10. Overview of Electronic Commerce
11. Retailing on the Internet, e-Marketplaces
12. Internet Marketing, Internet Advertising
13. Information - Knowledge Society

Study literature:

1. Bergmen, T.P.: The Essentials Guide to Web Strategy for Entrepreneurs. Prentice Hall 2002. ISBN 0-13-062111-0
2. Niederst, J.: Web design in a nutshell. O'Reilly 2006. ISBN 0-596-00196-7
3. Zeldman, J.: Designing with Web Standards. New Riders Publishing Publication 2003. ISBN 0-7357-1201-8
4. Timothy J. O'Leary: Computing Essentials 2005 Intro Edition w/Student CD, 12th Edition. ISBN 0-0722-5647-8
5. Amor, D.: The Ebusiness Revolution, Prentice Hall PTR 2000 ISBN 0-13-085123-X
6. Daconta, M.C., Obrst, L.J., Smith K.T.: The Semantic Web. Willey Publishing, Inc. 2003. ISBN 0-0728-3607-5

INTRODUCTION TO STUDY (EXE31Z)**Economic Faculty**

Lecturer:	Ing. Bohuslava Boučková, CSc.
Teaching period:	academic year 2017/2018 (spring+autumn semester)
Type subject:	Bachelors
ECTS credit:	0.0
Assessment:	
Marking scale:	
Contact hours:	8

Objective and general description:

The course is supposed to fulfil several aims:

To supply the basic information about the CULS, FEM, Academic Senate etc

To inform students about the system of study and the basic rules

To inform students about the specific features of this type of study

To give space to interesting information of the AIESEC, Foreign Relations Department and other

To fulfil the demands of the obligatory Security Information Training

The whole course is planned for 4-5 weeks

The task is to give students mentioned information about the CULS, FEM, Academic Senate, system of study and the basic rules and to underline also the specific features of AEM BCs. program

The Security Information Training will be done in the e-form, which means that you will read the information in the Moodle and also pass the test there and it is one of the conditions of passing the whole course

Lectures:

1. Aim, program, demands of the course. Specifics of the English-taught courses. Structure of the CULS.
2. Structure of the FEM. Academic senate, University Representatives Board. Legal Act on Universities
3. System of study at the CULS. Study and examination rules. Disciplinary rules.
4. Foreign student exchange. Examinations almost behind the door, Final test

ECONOMIC POLICY (EEEE1E)

Department of Economics
Faculty of Economics and Management

Lecturer:	Ing. Irena Benešová, Ph.D.
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	General economics, sectoral economics.

Objective and general description:

The purpose of the course is to allow the student to understand the economic policies as a system of complex and inter-related features. We attempt to create a common orientation from our two disciplinary perspectives. Both economic and political forces shape outcomes in home and international economic affairs.

Included are: policies regarding production factors, trade policies, environmental policies, regional and structural policies, food and nutrition policy. Lectures are combined with seminar interactive discussions, economic games, extensive reading, team case study preparation and presentation.

No single book fully encompasses the range and complexity of topics included in this course.

Lectures:

1. Economic policies: definition, types, goals, actors, levels.
2. Economic policies with regard to production factor capital.
3. Economic policies with regard to production factor labour. Income redistribution and its tools.
4. Economic policies with regard to production factor land. Agricultural land protection. Land reform.
5. Economic transformation policies and tools.
6. Policies of the public sector. Fiscal policy. Market failures.
7. Food and nutrition policy. Food consumption measuring. World population. Nutrition and productivity: interrelationships.
8. Political economy.
9. Globalization, regionalization and economic integration.
10. International economic policy. Market regulation tools. Competitiveness, its forms and measuring.
11. Trade policies. Trade liberalisation and protectionism.
12. Economic development policy and foreign aid. World poverty and economic growth.
13. Regional and structural policies.
14. Agricultural policy. Environmental policy.

Seminars:

1. Rules, demands, literature of the course. Setting groups and topics for essays. Identification of policy issues.
2. Income re-distribution: possibilities in theory, impacts in practice.
3. Economic policy actors: Who are they? Searching on internet and drawing a diagram.
4. Essay drafts evaluation. Linkages among agriculture, food, and nutrition.
5. Essay presentation and evaluation I.
6. Essay presentation and evaluation II.
7. Essay presentation and evaluation III.

Study literature:

1. Baker, D., Epstein, G., Pollin, R. (eds.): Globalization and Progressive Economic Policy. Cambridge: Cambridge University Press, 2004.
2. Brux, J.M., Cowe, J.L.: Economic Issues and Policy. Routledge, 2003.
3. Carlin, W., Soskice, D.: Macroeconomics Imperfections, Institutions & Policies. Oxford: Oxford University Press, 2006.
4. Doyle, E.: The Economic System. Chichester: John Wiley&Sons, Inc., 2005.
5. Todaro, M. P., Smith, S. C.: Economic Development, ninth edition. Pearson Education Limited: Harlow, 2006.

Core literature:

1. Anania, G. Bohman, N. E., Carter, C. A., McCalla, A. F. (eds.): Agricultural Policy Reform and The WTO Where Are We Heading? Cheltenham: Edward Elgar, 2004.
2. Barro, R. and X. Sala-i-Martin: Economic Growth, 2nd edition. Cambridge: The MIT Press, 2003.
3. Boulding, K. E.: Principles of Economic Policy. Englewood Cliffs, N. J., Prentice-Hall, Inc., 1958.
4. Hoekman, B. M., Kostecki, M. M.: The Political Economy of the World Trading System: The WTO and Beyond. Oxford: Oxford University Press, 2001.
5. Josling, T.E.: Agricultural policies in developed countries. JFE 5/1996
6. Krugman, P. R., Obstfeld, M.: International Economics - Theory & Policy. Pearson International Edition, 2006.
7. O'Brien, R., Williams, M.: Global Political Economy Evolution and dynamics. Palgrave Macmillan, 2007.
8. Perman, R., Ma, J., McGilvray, J.: Natural Resources and Environmental Economics. Longman, London, 1996
9. Stiglitz, J. E.: Economics of the Public Sector. New York: W.W.Norton & Company, 2000.
10. Svatoš, M. et al.: Economics of Czech and Slovak Agriculture in Integration with the EU. ČZU, Prague, 1999.
11. Thirlwall, A. P.: Growth & Development with special reference to developing economics. Palgrave Macmillan, 2006.

Additional study materials are also available on Moodle <https://moodle.czu.cz/>

Useful web resources include:

Agricultural Economics: <http://www.agriculturejournals.cz/web/AGRICECON.htm>
Economic Policy: <http://www3.interscience.wiley.com/journal/118520548/home>
EconPapers: <http://econpapers.repec.org/>

HUMAN RESOURCES MANAGEMENT (ERE25E)

Department of Management
Faculty of Economics and Management

Lecturer:	Dr. Joan Harvey (UK)
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	Management Theory, Basic of Legal Discipline, Personality Psychology and Communication

Objective and general description:

To deepen knowledge of personnel management and personnel activities of a manager. To obtain deeper knowledge on work relationships within an organization as well as on the system of social activities in an organization. To deepen skills in areas like recruitment, adaptation, appraisal of employees and work performance motivation. The basic forms of teaching include lectures and seminars oriented on practicing some of the skills as well as on cultivating opinions during case studies resolution. A project on selected personnel management activity in a particular organization forms both a part of the seminars and a prerequisite for obtaining the credit.

Lectures:

1. Conceptions and objectives of human resource management (HRM).
2. Labour market.
3. Work potential, job position, job task, human in a work process, workplace.
4. Work analysis, work conditions.
5. Recruitment, selection and placement of employees, managing of adaptation processes.
6. Work behaviour motivation, rewarding employees, social policy.
7. Evaluation of employees, education of employees.
8. Labour mobility management, professional career.
9. Subjects of HRM, HRM department, HRM information system.
10. Managers and HRM, ethics in human resource management.
11. Interpersonal relationships between employees, processes of participation and identification, business climate.
12. Relationship between employer and trade unions, collective negotiations.
13. Human resource management planning.
14. HRM advisory and HRM research, HRM perspectives.

Seminars:

1. Content of the subject – study requirements. Assignment of papers. Assignment of projects. Self-assessment.
2. Paper no.1. Recruitment of employees – ways and forms of recruitment. Preparation of the way of self-presentation.
3. Paper no.2. Self-presentation of the job position applicant. Model business and model job position – assignment.
4. Model business and model job position (collective task) – fieldwork – obtaining basic information, processing.
5. Presentation of model business and model job position. Business selection. Preparation of job interview.
6. Paper no.3. Preparation of job interview: selection board, applicants.
7. Paper no.4. Selection process simulation, applicants' comparison, adaptation plan.
8. Individual project preparation – fieldwork.
9. Workplace adaptation: materials for new ingoing employee, adaptation plan.
10. Paper no.5. Motivating of work behaviour: motivational focus, creation of motivational climate, stimulation.
11. Paper no.6. Evaluation of employees: methods of employee evaluation, evaluation of a colleague or other person.
12. Paper no.7. Work career: self-knowledge, type of career choice. Submission of written project.
13. Project presentation.
14. Project presentation. Credit.

Study literature:

1. Hofstede, G (2005) Cultures and Organizations. New York: McGraw Hill Psychology . 4th Ed.
2. Psychology . 4th Ed. Harlow, Essex: Pearson
3. Mullins LJ (2002) Management and Organizational Behaviour. 5th Ed. London: Pitman
4. Gordon, JR (2001) Organizational Behaviour. New Jersey: Prentice Hall
5. Sims D, Fineman S and Gabriel Y (1993) Organizing and Organizations. London: Sage
6. Cohen AR and Fink SL (2001) Effective Behaviour in Organizations. New York: McGraw Hill
7. Rosenfeld P, Giacalone RA and Riordan CA (1995) Impression Management. London: Routledge
8. Buchanan D and Huczinski A (2004) Organizational Behaviour: An introductory text. New York: Prentice Hall
9. Hofstede, G (2005) Cultures and Organizations. New York: McGraw Hill

GENERAL ECONOMICS (ENE61E)

Department of Economic Theories
Faculty of Economics and Management

Lecturer:	PhDr. L. O. Dittrich, Ph.D.
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	Macroeconomics and Microeconomics

Objective and general description:

This course introduces models of international trade and applies the theory to analyze gains from trade, pattern of trade, protectionism, balance of payments, exchange rate determination, international policy coordination and international labor and capital markets.

Lectures:

1. World Trade, Overview
2. Labor Productivity and Comparative Advantage
3. Resources, Comparative Advantage and Income Distribution
4. The Standard Trade Model
5. Economies of Scale, Imperfect Competition and International Trade
6. International Factor Movements
7. The Instruments of Trade Policy
8. The Political Economy of Trade Policy
9. Trade Policy in Developing Countries
10. Controversies in Trade Policy
11. Developing Countries: Growth, Crisis, and Reform
12. National Income Accounting and Balance of Payments
13. Exchange Rates and the Foreign Exchange market: An Asset Approach
14. Optimum Currency Areas and the European Experience

Study literature:

1. Krugman, P.R., Obstfeld, M. International Economics, Theory and Policy. 7th Ed. Pearson, Addison – Wesley, 2006.
2. Stephen Husted, Michael Melvin, : International Economics, 7th Edition, Pearson, Addison Wesley, 2007
3. Giancarlo Gandolfo, International Trade Theory and Policy. Paperback. 544pp. 1998.
4. Svatoš, M. et al., Economics of Czech and Slovak Agriculture Intergration with the EU. Prague 1999.

IT FOR E-BUSINESS (ETE44E)

Department of Information Technologies
Faculty of Economics and Management

Lecturer:	Ing. Miloš Ulman, Ph.D.
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	English, B.Sc. studies

Objective and general description:

The basic form of teaching are lectures, controlled seminars in computer laboratory and independent work with PCs. Students work in groups and elaborate essays and presentations on given topics. The presentations are given and discussed in the class. Course support is at moodle.czu.cz and kitlab.pef.czu.cz.

Lectures:

1. Introduction into the course unit - Data - Information –Knowledge
2. E-business
3. Computation models
4. Computer graphics
5. Network infrastructure, network services, VoIP
6. Technologies client/server side
7. DHTML - CSS, JavaScript
8. Desktop applications, database systems, programming languages
9. Data modeling, data mining
10. ICT security
11. Data protection/archivation
12. IT management

Study literature:

1. K. Laudon, J. Laudon: Management Information Systems. Prentice Hall. 11 edition (January 9, 2009). ISBN 10: 0-13-607846-X
2. Bergmen, T.P.: The Essentials Guide to Web Strategy for Entrepreneurs. Prentice Hall 2002. ISBN 0-13-062111-0
3. Timothy J. O'Leary: Computing Essentials 2005 Intro Edition w/Student CD, 12th Edition. ISBN 0072256478
4. Oz, Effy: Management Information System. Fourth Edition. Boston: Course technology, 2004. ISBN 0-619-21538-0.

RURAL DEVELOPMENT (EHEA3E)

Department of Humanities
Faculty of Economics and Management

Lecturer:	prof. PhDr. Michal Lošťák, Ph.D.
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	economics, methods of social reserach

Objective and general description:

The objective of the course unit is to educate the experts for rural development. As for the learning outcomes, the students will be skilled to apply theoretical knowledge provided by social sciences (mostly economics and sociology) in concrete strategies and projects of rural development in order to make this development sustainable (economically profitable, environmentally friendly and socially acceptable). That is why the course unit aims at understanding the role of people in this development (for who the development is implemented and who is involved in its implementation). It also promotes the skills to use human and social capital in rural development. Framed into the concept of integrated endogenous rural development, the students acquire the knowledge and the skills how to deal with cumulative inequalities effecting rural areas. The course unit is implemented through lectures and seminars. While the lectures are of theoretical background, the seminars are of practical nature and require active participation of students based on materials they learned during their out-of-class preparation. The multimedia tools and examples of problems of rural areas (as they were found by department members during their research) are exploited for the seminars. The course unit starts from outlining the frames of rural development form the point of view of social sciences. It refers to the issues defining the rural space (the rural) and the issues of the change in the countryside (the development). Also the theoretical backgrounds of social sciences are explained. Students are educated to apply these backgrounds in the practice of rural development (during seminars), especially as for the use and support of human and social capital. The core issue addressed is the questions of rural-urban inequalities and inequalities among various rural regions. That is why the reasons of inequalities are explained and different ways of their mitigation are presented. To achieve this goal, the model of integrated endogenous development is used as the base of modernization strategy, which also aims at supporting rural specificities and maintaining its original character. The economic, environmental, political, social and cultural dimensions of this model are explained. The course unit also addresses the issue of multifunctional agriculture as one of the crucial elements of contemporary rural development. The course unit is based on concrete principles and content of regional policy and common agricultural policy (incl. rural development) in EU and in the Czech Republic.

Lectures:

1. Social sciences and their role in rural development.
2. The countryside as the space (the ways of defining countryside; classifications and types of rural areas, LFA).
3. The countryside and time. Social change. Modernization, innovation. Development, growth, stagnation, decline.
4. Concepts of rural-urban relations and their projections into practical issues of rural development.
5. The issues of social and cultural in rural development (social capital, human capital, cultural capital, intellectual capital, civic engagement and participation)
6. Economic background of rural development (projection of economic theories into rural development).
7. Sociological background of rural development (projection of sociological theories into rural development)
8. Rural development as process moderating rural-urban inequalities. Inequality as social problem. Reasons of inequalities. Problems and institutions.
9. Rural development (sustainable rural development as modernization and maintenance of the countryside). Rural development policy in the Czech Republic and EU.
10. Exogenous model of rural development.
11. Model of integrated endogenous rural development.
12. LEADER approach as a tool of rural development
13. Rural development and globalization (globalization and its impacts on rural communities).
14. Modernity and post-modernity, fordism and post-fordism, industrialism and post-industrialism in rural development

Seminars:

1. Rural development as the activity and field of study of rural studies. The role of social sciences in rural development
2. Imagination and its role in rural development. Promoting sensitivity to social and cultural in rural development (food as social and cultural phenomenon)
3. Students' presentations of their imaginations addressing the rural
4. Logical frame planning matrix (LOGFRAME) as the tool for rural development project management and implementation – its elaboration.
5. Mastering the development of logical frame planning matrix (work with problems presented in TV document)
6. Students' presentations and discussions of their LOGFRAME matrix addressing the measures dealing with the problems in the case study
7. Students' presentations and discussions of their LOGFRAME matrix addressing the measures dealing with the problems in the case study

Study literature:

1. Bryden J. 2006. From Leader I to Leader+ and beyond to the Leader axis. Leader+ Magazine 6: 8-12. European Commission. Available on line at http://ec.europa.eu/agriculture/rur/leaderplus/pdf/magazine/mag6_en.pdf.
 2. Buttel, F.H. 2001. Some Reflections on Late Twentieth Century Agrarian Political Economy. *Sociologia Ruralis* 41 (2):165-181
 3. Dargan, L., Shucksmith, M. 2008. LEADER and Innovation. *Sociologia Ruralis* 48 (3): 274-291.
 4. Douwe van der Ploeg, J., Renting, H. Minderhoud-Jones, M (eds.). 2000. The Socio-Economic Impact of Rural Development: Realities and Potentials. *Sociologia Ruralis* 40 (4): 391-543
-

5. Falk, I. Kilpatrick, S. What is Social Capital? A Study of Interaction in a Rural Community. *Sociologia Ruralis* 40 (1): 87-110.
6. Innovations, Institutions and Rural Change (ed. by M. Blanc). 2003. Luxembourg: Office for Official Publications of the European Communities
7. Lowe, P. 2000. The Challenges for Rural Development in Europe. Pp. 19-31 in *Conference Proceedings (5th European Conference on Higher Agricultural Education): "From Production Agriculture to Rural Development* (edited by Eirene Williams). September 10-13, 2000. Newton Abbot: Seale-Hayne Faculty, University of Plymouth.

Core literature:

1. High C., Nemes G. 2007. Social Learning in LEADER: Exogenous, Endogenous and Hybrid Evaluation in Rural Development. *Sociologia Ruralis*, 47 (2): 103-119.
2. Dijkstra, L., Poelman, H. 2008. Remote Rural Regions. How proximity to a city influences the performance of rural regions. *Regional Focus No1*. Brussels: DG Regio, European Commission. Available on line at http://ec.europa.eu/regional_policy/sources/docgener/focus/2008_01_rural.pdf.
3. Illner, M. 1992. Continuity and Discontinuity. Political Change in Czech Village After 1989. *Czechoslovak Sociological Review*, Special issue, August 1992:79-91.
4. Kayser, B. 1990. La renaissance rurale (Sociologie des campagnes du monde occidental). Paris: Armand Colin.
5. Lee, J., Árnason, A., Nightingale, A., Sucksmith, M. 2005. Networking: Social Capital and Identities in European Rural Development. *Sociologia Ruralis* 45 (4): 269-283
6. Marsden, T. 2009. Mobilities, Vulnerabilities and Sustainabilities: Exploring Pathways from Denial to Sustainable Rural Development. *Sociologia Ruralis* 49 (2): 113-131
7. Newby, H. 1982. Rural Sociology and Its Relevance to the Agricultural Economist: A Review. *Journal of Agricultural Economics* 33 (2): 125-165.
8. Râmniceanu I., Ackrill R. (2007): EU rural development policy in the new member states: Promoting multifunctionality? *Journal of Rural Studies*, 23 (4): 416-429.
9. Rural Development in Europe: the EU LEADER Programme Reconsidered (papers edited and introduced by Christopher Ray) 2000. *Sociologia Ruralis* 40 (2): 163-227.
10. Sucksmith, 2010. Disintegrated Rural Development? Neo-endogenous Rural Development, Planning and Place-Shaping in Diffused Power Contexts. *Sociologia Ruralis* 50 (1): 1-14.
11. The Council of the European Union. (2005). Council regulation (EC) 1698/2005 of September 20, 2005 on support for rural development by the European Agricultural Fund for Rural Development. Official Journal of the European Union 2005/L 277/1. Available on line at <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2005:277:0001:0040:EN:PDF>

ACCOUNTING (EUE01E)

Department of Trade and Finance
Faculty of Economics and Management

Lecturer:	Ing. Enikő Lőrinczová, Ph.D.
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The aim of this course is to provide theoretical knowledge and practical skills of Accounting and Taxes and Accounting harmonization. The course also introduces the basic principles of IAS/IFRS and US GAAP.

Lectures:

1. Basic Accounting Theory – Balance sheet in general
2. Basic Accounting Theory – Income statement in general
3. Accounting Harmonization, Accounting Harmonization within EU, EU Directives
4. Balance sheet – horizontal and vertical format
5. Income statement by nature
6. Income statement by function
7. Changes in own inventory
8. Securities, Investments
9. Stockholder´s Equity
10. Income Tax, Deferred tax
11. Principles of IAS/IFRS
12. The differences and similarities between EU Directives, IAS/IFRS, US GAAP.
13. The differences and similarities between EU Directives, IAS/IFRS, US GAAP

Seminars:

1. T- account, recording of accounting events.
2. Accounting for fixed assets, inventory, expenses and revenues.
3. Accounting for own equity, Securities, depreciation, wages.
4. Book-closing, Financial statements.
5. Taxes, financial statements.
6. IAS/IFRS - examples
7. Differences between EU Directives and IAS/IFRS - examples

Study literature:

1. Lorinczova E. : Accounting, PEF, ČZU, Praha, 2010
2. Stárová M. : Accounting - seminars, PEF, ČZU, Praha, 2006
3. Accounting legislation in 2009, Trade Links, sro., Prague, 2009
4. Czech Taxation in 2005, Trade Links, s.r.o., Prague, 2005
5. Kovanicová D.: Jak porozumět světovým, evropským, českým účetním výkazům, Bova Polygon, Praha, 2004
6. Mládek R.: Postupy účtování podle IFRS- IFRS Policies and Procedures, Leges, Praha, 2009
7. Mládek R. : Světové účetnictví - IFRS, US GAAP, Linde Praha, 2005
8. Adámková D. : Účetnictví podle mezinárodních standardů, ČZU, PEF, Praha, 2003
9. Fourth Council Directive 78/660/EEC
10. Seventh Council Directive 83/349/EEC
11. IAS/IFRS – Illustrative Financial Statements, PWC, 2009
12. IFRS and Czech GAAP – Similarities and differences, PriceWaterhouseCoopers, 2008
13. Meigs, Williams, Haka, Bettner: Accounting, Irwin/McGraw-Hill, 1999
14. Deloitte – Touche Tohmatsu IAS Plus website: www.iasplus.com
15. Price Waterhouse Coopers website: www.pwcglobal.com
16. Financial Accounting Standards Board US: <http://www.fasb.org>

DECISION SUPPORT SYSTEMS (EAE24E)**Department of Systems Engineering**
Faculty of Economics and Management

Lecturer:	doc. Ing. Ludmila Dömeová, CSc.
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	B.Sc.level of mathematics, economy, management, informatics

Objective and general description:

The goal of the subject is exploitation and synthesis of knowledge of quantitative methods and other branches, methodology and layout of decision support systems, decision-making process analysis. Helping students understand the fundamental concepts and techniques necessary for attaining world-class performance in manufacturing, service operations and state control. Besides its importance to corporate competitiveness, reasons for studying this field are: · A business education is incomplete without an understanding of modern approaches to managing operations. · Subject provides a systematic way of looking at organization. · The concepts of DDS are widely used in managing other functions of a business and all type of managers can profit from the knowledge of them. Theoretical lectures are followed by seminars with majority of individual work. Computers and software tools are available in the seminars so the students can solve more complicated practical examples. The written part of the examination contains an application of theoretical knowledge to a real situation. In the oral part of the exam the student can expand and justify his/her solution. Most of the curriculum is covered in scheduled lectures and scheduled seminars. Learning and application of the subject are supported by theoretical exercises, particularly in the form of problem solving. The last 5 weeks of the semester are devoted to a group project which is worked through in groups of 3-4 students with a distinct inter-disciplinary aspect, using information from all the topics discussed to focus on a specific aspects of system decision making support. The project is presented and evaluated at the end of the course.

Lectures:

1. Decision Making Theory and Decision Making Support.
2. Decision Support Systems.
3. Mathematical modelling, Methods of Management Science.
4. Decision Making under Uncertainty and Risk.
5. Decision Analysis and Decision Trees.
6. Fuzzy Sets and Systems.
7. Fuzzy Numbers and Language Operators.
8. Multiple Objective Decision Making.
9. Methods for Multiple Criteria Decision Making.
10. Supply Management under certainty.
11. Supply management with Uncertain Demand.
12. Knowledge Creation and Share in Decision Support.

Seminars:

1. Construction of Mathematical Model.
2. Game Theory. Decision Trees.
3. Fuzzy Sets and Systems.
4. Multiplecriteria Decision Making.
5. Supply Management Models.
6. Project assignment.

Study literature:

1. Turban E.: Decision Support Systems. Wiley, 4th ed., N.Y., 1998.
2. Schaik F.D.J.: Effectiveness of Decision Support Systems. Delft University Press, 1988.
3. Decision Support systems, The International Journal, North-Holland, ISBN 0137-9236. Selected volumes.

ENVIRONMENTAL ECONOMICS (EEE68E)

Department of Economics
Faculty of Economics and Management

Lecturer:	Ing. Petr Procházka, MSc., Ph.D.
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

Aim of the subject is to provide students with the theoretical and practical knowledge of economic problems in the area of sustainable development, natural resources management, cost-benefit analysis and other concepts in the area of environmental economics. During the regular sessions a field trip is organized to research some of the current environmental issues in the Czech Republic. The course unit is organized in both lectures and seminars. The students are required to work on a project to apply newly acquired knowledge.

Lectures:

1. Environmental economics – basics, terminology
2. Cost-benefit analysis
3. Non-market valuation
4. Sustainable development
5. International environmental cooperative agreements
6. Public environmental policy development
7. ISO 14001 standard – principles and requirements
8. Case examples and applications of EMS ISO 14001 in organizations
9. Sustainable development in the context of EMS
10. Video presentation on environmental disasters and protection
11. The Environmental policies and their main goals. Impact analysis of environmental policies and policy failure.
12. Applied policy instruments, definition and comparison of different categories of analytic tool.
13. Green taxation, the issue of direct and indirect ecological taxes implementation and its distortion effects.
14. The economics of natural resources utilization, the classification of natural resources, property rights.

Seminars:

1. Basic principles of the Economics of natural Resources.
2. Externalities and environmental goods.
3. Monetary measures of environmental goods.
4. The Cost benefits analysis.
5. Quality assessment of environmental goods valuation.
6. Direct and indirect ecological taxation.
7. Basic principles and constraints environmental policies.

Study literature:

1. Norman J. Vig: Environmental Policy: New Directions for the Twenty-First Century, Fourth edition, 2002
2. Charles D. Kolstad: Environmental Economics, Oxford University Press, 1999
3. Robert N. Stavins: Economics of the Environment, W.W. Norton & Company, 2000
4. Tom Tietenberg: Environmental and Natural Resource Economics, Sixth edition, 2002
5. John Glasson et al: Introduction to Environmental Impact Assessment, Routledge, 1998
6. Roger Perman et al: Natural Resource and Environmental Economics, Prentice Hall, 2003
7. Perce D.W.: Economics of Natural Resources and the Environment, Hawerter Weatsbeup, 1990
8. Perce D.W.: Economics of Natural Resources and the Environment, Hawerter Weatsbeup, 1990
9. Roger Perman et al: Natural Resource and Environmental Economics, Prentice Hall, 2003
10. Bjorn Lomborg: The sceptical Environmentalist, Cambridge University Press, 2001
11. Daniel J. Fiorino: Making Environmental Policy, University of California Press, 1995

ENGLISH FOR ACADEMIC PURPOSES (ELX57E)

Department of Languages
Faculty of Economics and Management

Lecturer:	Ing. Alan M. Westcott
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

This course combines lectures with follow-up seminars. Selected textbooks and articles from current English language periodicals are used as the basis for further development of language skills including: Review of grammar, Discussion, Conversation, Reading skills, Formal writing format, Creative writing. All correction of written and oral presentations is done on a one-to-one basis with general explanation of common errors.

Teaching and learning methods:

Students write one or two essays per semester based on the article/topic discussed in class. These are proofread, returned to students, and time is allotted for explanation of corrections. Seminars are used to practise and expand the topics from lectures.

Literature:

Articles relating to globalization, cultural differences, and current events are taken from English language publications such as The Economist. The Internet and a variety of English textbooks are used to explain the more difficult aspects of English grammar.

ENGLISH FOR BUSINESS PURPOSES (ELX55E)

Department of Languages
Faculty of Economics and Management

Lecturer:	Edmond Grady
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

Students will be provided with a program of study to improve their command of English in order to enhance business communications and so improve their career prospects.

Lectures:

1. The theory of communication.
2. The setting of clear objectives.
3. Preparing and planning the correct method to use as well as the message to be communicated.
4. Using the right kind of language.
5. The use of visual aids.
6. The importance of the "body language".
7. How to get around barriers in communication.

Methodology:

1. Preparations
2. Report Writing.
3. Summarizing meeting and writing préci's of written information.
4. Answering written communication.
5. Handling questions.
6. Negotiating
7. Advertising
8. Meetings

MSc in Economics and Management

Programme syllabi – Second year



WORLD ECONOMY (EEEE1E)

Department of Economics
Faculty of Economics and Management

Lecturer:	PhDr. L. O. Dittrich, Ph.D.
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	Courses in Macroeconomics and Microeconomics

Objective and general description:

Course covers basic trade models, trade policies, trade/ currency unions, foreign exchange markets and role of trade in economic growth. The goal of this course is to acquaint students with the main theories of the world trade and finance and practical issues and problems confronting today world global economy.

Lectures:

1. An overview of the world economy.
2. Why countries trade.
3. Factor endowments and the commodity composition of trade.
4. Intra-industry trade.
5. International movements of labour and capital
6. Tariffs and Non-tariff distortion to trade.
7. Regional economic arrangements.
8. International trade and economic growth.
9. National income accounting and the balance of payments.
10. International transactions and financial markets.
11. Exchange rates and their determination.
12. Fixed exchange rates and currency unions (EU).
13. International monetary arrangements.
14. Capital flows and developing countries.

Seminars:

1. Presentation of the contents and the aims of the course. Information on the conditions of crediting and exams. Assignment of the topics for students' essays.
2. Factor endowments and the commodity composition of trade.
3. Tariffs and Non-tariff distortion to trade.
4. Regional economic arrangements.
5. International transactions and financial markets.
6. Fixed exchange rates and currency unions.
7. International monetary arrangements.

Study literature:

1. W.Ch. Sawyer, R.L. Sprinkle.: International Economics (second edition), Prentice Hall, USA, 2006, ISBN 0-13-170416-8.
2. The Economicst Journal, EBSCO Host database

MARKETING (EREB2E)

Department of Economics and Management
Faculty of Economics and Management

Lecturer:	Eamon Lenihan (IR), Alain Boge (FR), Conor Horan (IR)
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36
Prerequisites:	Management, Management Theory

Objective and general description:

Main objective of the course is to help to students develop marketing view on consumers and organisational buyers, competitors, and suppliers. The course is based on lectures, seminars, workshops, consultations, and study texts and glossaries. After introduction is projected strategy and operational marketing with support of teacher. All these three steps student repeat again when developing new market. Project for groups of students is assigned on the first lecture. Its attractiveness for financing bodies, suppliers, salesman and performers is evaluated together with written test of terminology knowledge.

Lectures:

1. Marketing : A philosophy of business.
2. Monitoring of environment.
3. Segmentig markets. Consumer markets and segmenting organizational markets.
4. Analyzing of consumer behavior.
5. Formal and informal information flows. Marketing information system.
6. Marketing research.
7. Product life cycle.
8. Managing products. Development new products.
9. Marketing intermediaries - distribution channels and types of D.Ch..
10. Pricing. Adaptation strategy of price-setting.
11. Communication process and communication tools in marketing.
12. Using of new communicational media and interactive approach to marketing communication.
13. Managing the sala force. Personal selling.
14. Problems of global development.

Seminars:

1. Introduction, Setup working teams.
2. Selection of project subject Team discussion, consultation with lecturer.
3. Visit Trade fair 'Reklama'.
4. Presentation of project methodology, designing questionnaire.
5. Case study - PLC - preparation phase.
6. Case study - presentation.
7. Field research.
8. Field research.
9. Field research.
10. Field research.
11. Field research.
12. Case study - Communication - preparation phase.
13. Case study - presentation.
14. Project presentation.

Study literature:

1. Bennet, D., Peter, : Marketing. McGraw-Hill Inc. New York 1988
2. Kinnear, C., Thomas. Taylor, R., James, : Marketing Research. McGraw-Hill, Inc. New York 1991
3. Walker, O.C., Boyd H. W., Larreche, Jean-Claude, : Marketing Strategy (Planning and Implementation). Irwin McGraw-Hill, Inc. New York 1995
4. Pepperdine University: Marketing Annual Editions 96/97
5. Belch, E., G., Belch M., A., : Introduction to Advertising & Promotin. Irwin, Chicago 1995
6. Schoell, W., F., Guiltinan, J., P. : Marketing Essentials. Allyn and Bacocn, 1993.
7. Kotler, P., : Marketing Management. Prentice Hall, New Jersey, 1994
8. Zikmund, W., G., 'dAmicjo, M., Marketing. West Publishing Company, Mineapolis/ St. Paul, 1993

EU INTEGRATION (EEEE1E)

Department of Economics
Faculty of Economics and Management

Lecturer:	Ing. Irena Benešová, Ph.D. / Derek Shepherd (GB)
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The aim of the course is to supply a concise insight into the development, functioning and institutions of the EU and develop the students' abilities in analyzing political decision-making and institutional organization within the processes of European integration. Special attention is paid to the EU common policies. The course will also provide students with general knowledge of the EU international relations connected with globalization and regionalization. The course is taught in co-operation with visiting lecturer from another EU country. Students prepare individual essays to the given topics.

Lectures:

1. History and development of the EU. Individual etaps.
2. Institutions of the EU.
3. The basic principles and freedoms of the Communities. Decision-making processes in the EU.
4. Theories of integration.
5. European single market.
6. European monetary union. EU budget.
7. Common trade policy. Competition policy.
8. Common agricultural policy.
9. European regional policy.
10. European social policy. Environmental policy.
11. European external relations. The EU's foreign, security, and defence policies. European development policy.
12. EU external trade policy. The EU and the world trade.
13. EU Enlargement: processes, impacts. Neighbourhood Policy. Future of the EU.

Seminars:

1. Rules, demands, literature of the course. Setting groups and topics for essays.
2. Selection of project subject. Team discussion.
3. Current problems of the European Union.
4. Essay drafts evaluation.
5. Essay presentation and evaluation I.
6. Essay presentation and evaluation II.
7. Essay presentation and evaluation III.

Study literature:

1. Bache, I. and George, S.: Politics in the European Union. Oxford, Oxford University Press, 2006.
2. Cini, M.: European Union Politics. Oxford, Oxford University Press, 2007
3. Neal, L.: The Economics of Europe and the European Union. Cambridge, Cambridge University Press, 2007.

Core literature:

1. Artis, M., Nixson, F.: The Economics of the European Union. Oxford, Oxford University Press, 2001.
2. Bretherton, C., Vogler, J.: The European Union as a global actor. London, Routledge, 2006
3. El-Agraa, A. M.: The European Union. Harlow, Pearson Education, 2004.
4. Elgström, O., Smith, M. (eds): The European Union's Roles in International Politics: Concepts and Analysis. London, Routledge, 2006
5. Jörgensen, K.E., Pollack, M. en Rosamond, B.: Handbook on European Union Politics, London: Sage, 2007.
6. Molle, W.: The Economics of European Integration. Aldershot, Ashgate, 2001
7. Nugent, N.: The Government and Politics of the European Union. Houndmills, Basingstoke, Hampshire: Palgrave Macmillan, 2006.
8. Oskam, A. & Burell, A.: Agricultural policy and enlargement of the European Union. Wageningen Pers, 2000.
9. Pelkamns, J.: European Integration - Methods and Economic Analysis. Harlow, Pearson Education Limited, 2006.
10. Peterson, J., Shackleton, M.: The Institutions of the European Union. Oxford, Oxford University Press, 2006.
11. Sangiovanni-Eilstrup, M.: Debates on European Integration. Palgrave Macmillan, 2006.
12. Wallace, W.: Policy-Making in the European Union. Oxford, Oxford University Press, 2005.

Additional study materials are also available on Moodle

<https://moodle.czu.cz/>

A lot of documentation is available on the web. The key starting point is the official site of the European Union http://europa.eu/index_en.htm

European Navigator: <http://www.ena.lu/>

European Integration On-line Papers: <http://eiop.or.at/eiop/index.php/eiop>

MANAGEMENT INFORMATION SYSTEMS (EIE18E)

Department of Information Engineering
Faculty of Economics and Management

Lecturer:	Ing. Josef Pavlíček, Ph.D.
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

Objective is to teach students basic concepts of individual, work-team and enterprise information systems, their components and added value to the business processes. The course introduces students to a basic methodology for solving problems, control of complex objects and processes and also for information support of individuals, workgroups and institutions. The course will also provide students with general knowledge of building information systems oriented to management support. Students will learn about use of information in attaining goals of business people and business organizations, about what information systems do, what they are made of, how they are developed, about how IS add value to the organizations, and about composition of IS and IS development.

Lectures:

1. Definition of Management IS (MIS).
2. Information and characteristics of a good information, components of IS.
3. Personal and workgroup IS, its components.
4. Enterprise IS, its components.
5. Characteristics of system types, system development life-cycle.
6. Transaction processing, on-line and batch systems.
7. Architecture of MIS, DSS, OAS, ESS.
8. Introduction to IS technology.
9. Data representation, integrity, independence.
10. The value added by IS.
11. Personal management IS, primary functions.
12. Developing personal MIS, prototyping.
13. Developing workgroup MIS.
14. Business management IS.

Seminars:

1. Definition of Management IS (MIS). Information and characteristics of a good information, components of IS.
2. Personal and workgroup IS, its components. Enterprise IS, its components.
3. Characteristics of system types, system development life-cycle. Transaction processing, on-line and batch systems.
4. Architecture of MIS, DSS, OAS, ESS. Introduction to IS technology.
5. Data representation, integrity, independence. The value added by IS.

6. Personam mgmt. IS, primary functions. Developing personal MIS, prototyping.
7. Developing workgroup MIS. Business mgmt. IS.

Study literature:

1. D. Kroenke: Management Information Systems. McGraw Hill 1992, ISBN 0-07-112677-5.
2. T.O.Flaatten: Foundations of Business Systems. Dryden Press, 1991.
3. I. Vrana, J. Bůřil, A. Černý: Methods for Building a University Information Systems. Edited by Eunis, Brno, March 2001, ISBN 80-214-1837-0.
4. D. Kroenke: Management Information Systems. McGraw Hill 1992, ISBN 0-07-112677-5.
5. T.O.Flaatten: Foundations of Business Systems. Dryden Press, 1991.
6. J. Martin: Information Engineering. Prentice Hall, 1991.
7. I. Vrana, J. Bůřil, A. Černý: Methods for Building a University Information Systems. Edited by Eunis, Brno, March 2001, ISBN 80-214-1837-0.
8. Ch.P.Bonini,W.H. Hausman,H.Bierman,quatitative analysis for management, san francisco, March 1997, ISBN 0-256-14021-9.
9. A. Cooper, R. Reinmann, about face 2.0 (the essentials of interaction design),wiley publishing, 2o03,isbn 0-7645-26413

PSYCHOLOGY OF ORGANISATION AND BEHAVIOUR AT WORK (EPE16E)

Department of Psychology
Faculty of Economics and Management

Lecturer:	doc. PhDr. Luděk Kolman, CSc.
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The course objective is to help the students to understand the human side of an enterprise. Basically, it is a course in psychology of work, but the way this subject is dealt with takes the inner logic of an organisation in the account. Work psychology is about people's behavior, thought and feelings related to their work. It could be used to improve our understanding and management of people at work. Moreover, psychological processes, like group dynamics, and communication processes shape organisational structures, and processes of production. The aim making clear how closely are management, work, and inner working of men knit together. Most of the curriculum is covered in scheduled lectures and seminars. Experiential learning in seminars facilitates learning of the subject. The students have to submit an essay on a subject covering one of the themes of the course. The essays are evaluated at the end of the course.

Lectures:

1. Perspectives on work organizations and cultures. Characteristics of organizations.
2. Person in a workplace. Different approaches to the study of a person at a workplace.
3. Work psychology as a field of study – its origins, uses, research, and the present state of the art.
4. Applying psychology in HRM.
5. Individual differences. Cognitive ability. Intelligence and intelligence tests. Personality tests.
6. Personnel selection and assessment processes. Job analysis. Validity and reliability.
7. Attitudes and values at work. How could be attitudes and values measured.
8. National culture as a mental software. Dimensions of national cultures.
9. Work motivation. Content and process theories of work motivation.
10. Pay and motivation. Reward and punishment in work behaviour.
11. Teams and cooperation development. Negotiation and persuasion.
12. Training at work. Assessing needs and training design. Training transfer and evaluation.
13. Careers and career management. Career choice. Gender and career.
14. Stress at work and its management. Sources and costs of stress. Dealing with stress at workplace.

Seminars:

1. Types of learning, methods of learning, ways used by human brain to process data.
2. Accessing other people and establishing rapport. The use in management and business.
3. Group dynamics.
4. Types of interpersonal behaviour.
5. Transactional analysis.
6. Assertiveness training.
7. Psychological contract.
8. Interpersonal communication skills.
9. Principles of management training.
10. How to measure motivation. The use of a shortened TAT.
11. Ways of dealing with stress.
12. Time management.
13. Goal setting.
14. Culture shock - experience of the sojourners.

Study literature:

1. ARNOLD, J. et al., 2005: Work Psychology. Financial Times, London
2. IVANCEVITSH, J. M., MATTESON, M. T., 1990: Organizational Behavior and Management. BPI/Irwin, Boston
3. MOORHEAD, G.; GRIFFIN, R. W., 1989: Organizational Behavior. Houghton, Boston
4. NELSON, P.L.; QUICK, J. C. 1996 Organizational Behavior. The Essentials. Minneapolis: West Publishing Company
5. SCHERMERHORN, J. R. et al. 1997 Organizational Behavior. N. York: John Wiley & Sons
6. ORGAN, D. W.; BATEMAN, T. S., 1991: Organizational Behavior. Irwin, Boston
7. TSOUKAS, L. 1994 New Thinking in Organizational Behaviour. Oxford: Butterworth - Heinemann

TRADE THEORY AND FOREIGN TRADE (EEEE2E)

Department of Economics
Faculty of Economics and Management

Lecturer:	doc. Ing. Mansoor Maitah, Ph.D. et Ph.D, prof. Ing. Luboš Smutka, Ph.D.
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The course unit provides students knowledge from the area of world trade which is inseparably connected over the globe. The reasons of such mutual connection are explained with an aim to show how increasing foreign trade determinates the globalisation and integration processes. The course is given in lectures and practicals. The students also will work out individual projects.

Lectures:

1. Theory of foreign-trade relations I.
2. Theory of foreign-trade relations II.
3. World trade - dynamics.
4. Structure and balance of trade and payment balance.
5. Foreign trade and international finance.
6. Foreign trade policy.
7. Negotiation strategy and non-tariff regulation of foreign trade (institutions, interest groups)
8. Commodity structure of world trade I.
9. Commodity structure of world trade II.
10. Territorial structure of world trade I.
11. Territorial structure of world trade II
12. Globalization, trade liberalization, international financial regime.
13. Trade aims North-South, direct foreign investment
14. Trade, environment of life and natural resources.

Seminars:

1. A system of work with relevant information sources (e-info, yearbooks, etc.)-UN, OECD, Eurostat...
2. Price development and structural changes of world trade.
3. Main world exporters.
4. Main world importers.
5. Institutional structure of world trade.
6. Efficiency of export measures, development aid, debtors crisis of developing countries.
7. A clash of globalization, foreign trade and sustainable development.

Study literature:

1. Galdolto G.: International Trade Theory and Policy, Springer Vlg. Heidelberg, 1998
2. Ingram J. C. and Dunn M.: International Economics, 3rd ed, John Wiley & Sons, Inc, 1993
3. Svatoš M. et al.: Economics of Czech and Slovak Agriculture Integration with the EU, (ČZU v Praze, SPU v Nitře), Praha 1999
4. World Bank Atlas (Year). World Bank, Washington, D.C.
5. King P.: International Economics and International Economic Policy, A Reader, 2nd ed, McGraw Hill, 1990
6. Časopisecká literatura, ročenky, elektronické informační zdroje: UN, OECD, Eurostat, USDA aj.
7. Kenen P. B.: The International Economy, Cambridge University Press, 1994, ISBN 0-521-43618-4
8. Gandolfo G.: International Trade Theory and Policy, Springer Vlg. Heidelberg, 1998
9. Dieckheuer G.: Internationale Wirtschaftsbeziehungen, Oldenbourg Vlg., München - Wien, 1998
10. Jahrman F.U.: Außenhandel, Kiehl Vlg. Ludwigshafen, 1995
11. Cihelková E. a kol.: Světová ekonomika-regiony a integrace, Grada Publishing, Praha 2002
12. International Trade Statistics Yearbook (Year), UN
13. Södersten B., Reed G.: International Economics, London, Macmillan, 3rd ed., 1994
14. Relevantní v čase srovnatelná data (ročenky, databáze, studie): UN, FAO, OECD, Eurostat, USDA, ČSÚ, MZe
15. Jeníček V., Foltýn J.: Globální problémy a světová ekonomika (Global problems and world economics), C.H.Beck, 2003
16. Boháčková I., Jeníček V., Svatoš M.: Evropská integrace (European integration), Credit, Prague 2003
17. Lehmanová Z. et al.: Aktuální otázky globalizace (Actual questions of globalization), Oeconomica, VSE Prague, Prague 2003
18. Krugman P.R. and Obstfeld M.: International Economics: Theory and Policy, 2nd ed. Harper Collins, 1991

STATISTICAL SEMINAR (ESE23E)

Department of Statistics
Faculty of Economics and Management

Lecturer:	doc. RNDr. Helena Nešetřilová , CSc.
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

This is a course for students who have passed two semesters of basic statistics (e.g. Statistics I and II). The course intends: to review basic statistical methods while working on the diploma thesis and (for the Czech students) to introduce the English statistical terminology. Further, the course should bring more insight into basic statistical methods and offer some alternatives based on modern developments. During seminars, which shall take place in a computer lab, the students should learn to use statistical SW (SPSS) and will have a chance to discuss choice of statistical methods suitable for their individual data, application of these methods and interpretation of the results.

Lectures:

1. Review of basic statistical notions.
2. Distribution models in statistics. Exploring data and distributions.
3. Statistical measures. Finite sample breakdown point.
4. The normal curve and outlier detection.
5. Robust measures of location.
6. Accuracy and inference, confidence intervals.
7. Testing statistical hypotheses.
8. Analysis of variance.
9. Exploring data and relationships.
10. Regression analysis methods.
11. Model building and model diagnostics.
12. Categorical data and measures of association.
13. Individual projects.

Seminars:

1. Basic information on SPSS moduls. Data editor. Import and export of data files.
2. Descriptive statistics and graphs in SPSS.
3. SPSS Syntax Files.
4. Testing hypotheses on means in SPSS.
5. Analysis of variance.
6. Robust measures of location.
7. Regression analysis, modul Base.
8. Nonlinear regression, modul Regression Models.
9. Contingency tables, modul Tables.
10. Time series. Building a model, possibilities of choice.
11. Individual Seminar Projects.
12. Individual Seminar Projects.
13. Individual Seminar Projects.
14. Defence of the Seminar Projects.

Study literature:

1. Svatošová, L., Kába, B., Prášilová, M.: Zdroje a zpracování sociálních a ekonomických dat. Učební texty. PEF ČZU, 2004.
2. Brabenec, V., Šařecová, P.: Statistické metody v marketingu a obchodu. Vybrané přednášky a příklady. PEF ČZU, Praha 2001.
3. Prášilová, M., Svatošová, L.: Cvičení ze statistiky. PEF ČZU, 1996, 1997.
4. Cyhelský, L., Kahounová, J., Hindls, R.: Elementární statistická analýza. Management Press, Praha 1996.
5. Anděl, J.: Základy matematické statistiky. Matfyzpress, Praha, 2002.
6. Svatošová, L., Kába, B., Prášilová, M.: Zdroje a zpracování sociálních a ekonomických dat. Učební texty. PEF ČZU, 2004.
7. Brabenec, V., Šařecová, P.: Statistické metody v marketingu a obchodu. Vybrané přednášky a příklady. PEF ČZU, Praha 2001.
8. Hebák, P. a kol.: Vícerozměrné statistické metody 1, 2 a 3. Informatorium, Praha 2004 a 2005.
9. Johnson, R.A., Wichern, D.W.: Applied Multivariate Statistical Analysis. Prentice Hall, Upper Saddle River, 1998.
10. Lindsey, J. K.: Introduction to Applied Statistics, a modelling approach. Oxford University Press New York 2004, 2nd ed.
11. Meloun, M., Militký, J.: Kompendium statistického zpracování dat. Academia, Praha 2002.
12. Simonoff, J.S.: Analyzing Categorical Data. Springer, New York 2003.

CO-OPERATIVE BUSINESS (ERE32E)

Department of Management
Faculty of Economics and Management

Lecturer:	Bridget Carroll (IRL), Paul Jones (GB)
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

One of the aims of this subject is to make students more aware of the significance of co-operatives and the key roles they are playing in the lives of so many people. Another key objective is to underline the competitive advantages of the co-operative way of doing business, and to suggest ways in which co-operatives can build on their competitive edge. Important personalities in the development of cooperatives. Emergence of early cooperatives in Western Europe, early cooperative efforts in other selected countries. Nature and objectives of cooperative enterprise: principles and characteristics of the cooperatives-definition, aim and differences between cooperatives and other forms of enterprises. The lectures and seminars are the in-class activities but the students are also required to work out of classes on their projects.

Lectures:

1. Why study Co-operatives?
2. The variety of co-operative businesses.
3. The origins of co-operative action.
4. Co-operative principles and process.
5. Approaches to analyzing co-operatives.
6. The management dilemmas of conventional business.
7. The management dilemmas of co-operatives.
8. Financing co-operatives.
9. Managing a co-operative democracy.
10. Directing co-operative and corporate governance.
11. Dilemmas of openness. Dilemmas of success.
12. Community co-operatives and rural development. Co-operatives and the provision of credit.
13. Worker co-operatives and food business development.
14. Developing co-operatives. Relations with governments.

Seminars:

1. Reasons of study Co-operatives. The examples of their variety.
2. Co-operative action, movement and principles.
3. Analyzing co-operatives.
4. Financing co-operatives.
5. Managing a democracy in co-operatives.
6. Dilemmas of openness. Dilemmas of success.
7. How to develop co-operatives."

Study literature:

1. Hird, Christopher: Making co-operation competitive. Red Pepper, November, 2000
2. Miller, Danny.: How excellent Organisations Can Bring About Their Own Downfall. New York: Harper Business, 1990
3. Mohn, Paul O., Buckley, J.: Decision processes in Irish diary co-ops. Centre for Cooperative Studies University College Cork.
4. Bonner, A.: British Co-operation. Manchester: Co-operative Union, 1996
5. Briscoe, R.: The Co-operative Idea. UCC: Centre for Co-operative Studies, 1982
6. Briscoe, R.: Co-operatives in Ireland. National University of Ireland, 2000.

DIPLOMA THESIS SEMINAR (EEEE4E)

Department of Economics
Faculty of Economics and Management

Lecturer:	Ing. Bohuslava Boučková , CSc.
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The aim of the seminar is to support students in the diploma thesis writing including the language support. The theoretical part includes the basic methods of working with literature and other resources, methods and tools of data processing and presentation, structuring of a scientific thesis, its analysis and conclusion. The practical part consists of diploma thesis presentation methods, state examination procedure and important points including behaviour and language support. Students will prepare and present at the seminars selected parts of their diploma thesis, their performance will be analysed and evaluated.

Lectures:

1. Diploma thesis as scientific work - introduction.
2. Ethics of research and scientific work.
3. Basic scope, structure and time-table of the diploma thesis preparation. Risks to avoid.
4. Literature resources: seeking, processing, quoting.
5. The pros and cons of internet as a resource.
6. English language as the tool of the DT I.: style, sentences, paragraphs.
7. English language as the tool of the DT II.: abbreviations, ungrammatical English, punctuation.
8. The DT style: How to interest a reader. Tables, graphs, diagrams.
9. Conclusions of the DT. Use of methods: SWOT analysis, synthesis.
10. Medium term evaluation: How far have you got with your DT, what are the main problems to face and solve.
11. Diploma thesis presentation I.: Structure and techniques of presentation. .ppt presentation.
12. Diploma thesis presentation II.: How to deal with opponents and critical questions.
13. State examination: its time table and procedure.
14. Ten commandments of the preparation for state examination. Problems to avoid.

Seminars:

1. Introduction to the course, setting tasks, roles and time-table of presentations.
2. Presenting selected chapter/part of students diploma thesis. Evaluation of the performance.
3. Presenting selected chapter/part of students diploma thesis. Evaluation of the performance.
4. Presenting selected chapter/part of students diploma thesis. Evaluation of the performance.
5. Presenting selected chapter/part of students diploma thesis. Evaluation of the performance.
6. Presenting selected chapter/part of students diploma thesis. Evaluation of the performance.
7. Presenting selected chapter/part of students diploma thesis. Evaluation of the performance.

Study literature:

1. Guirdham, M., Tyler, K. :Enterprise skills for students.BH, Oxford, 1992
2. How to Organize your Thesis, by John W. Chinneck, N.Y.Press, 2003
3. How to Write Semester and Diploma Theses. www.tik.ee.ethz.ch
4. Guirdham, M., Tyler, K. :Enterprise skills for students.BH, Oxford, 1992

ECONOMICS OF ENTERPRISES (MANAGERIAL ECONOMICS) (EEE46E)

Department of Economics
Faculty of Economics and Management

Lecturers:	doc. Ing. Karel Tomšík , Ph.D. / Ing. Michaela Havlíková, Ph.D.
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Masters
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The course is intended to explain advanced methods of entrepreneurial economics and their practical applications with an emphasis on conceptions used in English speaking countries. Study of this subject requires basic knowledge of economic theories – micro and macro economics. Basic teaching forms are lectures, seminars, elaborating individual projects.

Lectures:

1. Introduction, Building-up Business (Basic Terms, Factors influencing Starting-up a Business Activity)
2. Financing a Business (Equity and Debt Capital, Internal and External Financing, Short term and Long Term Financing)
3. Costing I (Costs Classification and Cost Behaviour, Cost-Volume-Profit Analysis)
4. Costing II (Cost Allocation - Traditional Cost Allocation Methods, ABC Method)
5. Managing Working Capital (Techniques of Managing Working Capital, Managing Stocks, Receivables, Payables, Cash)
6. Managing Long-Term Capital - Capital Budgeting (Objectives, Capital Budgeting Techniques)
7. Budgeting (Construction of a Budget, Master Budget, Flexible Budget)
8. Financial Analysis (Vertical and Horizontal Analysis, Liquidity, Stability, Profitability and Activity Ratios)
9. Cash Flow (Operating, Financing and Investing Cash Flow, Calculation Methods - Direct and Indirect Methods)
10. Pricing Decision (Optimal Selling Price, Price Setting)

Seminars:

1. Financing a Business (Loan Installments, Purchase versus Lease Decision)
2. Costing (Practical Use of Costing Methods)
3. Capital Budgeting Techniques – practical examples
4. Construction of a Budget - practical example
5. Financial Analysis – practical examples

Study literature:

1. Samuelson, P., Nordhaus, W.: Economics, Mc.Graw-Hill/Irwin, 2009
2. Hirschey, M.: Economics for Managers. Thomson Higher Education, Mason, 2005
3. Synek, M.: Manažerská ekonomika, Građa, 2007
4. Rosochatecká, E.: Ekonomika podniků, ČZU 2009
5. Rutherford, D.: Routledge Dictionary of Economics (Routledge, London 2002)
6. Dictionary of Business (Penguin Reference, London 2002)
7. Dictionary of Economics (Penguin Reference, London 2003)
8. Dictionary of Business (Oxford University Press 2002)
9. Peppers, L., Balis, D.: Managerial Economics, Prentice-Hall, Englewood Cliffs, 1987
10. Atrill, P.: Financial Management for Decision Makers, Prentice Hall, Harlow, 2006
11. Drury, C.: Management and Cost Accounting, Thomson, London, 2005

STRATEGIC MANAGEMENT (EREB4E)

Department of Management
Faculty of Economics and Management

Lecturer:	prof. Ing. Ivana Tichá, Ph.D.
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Masters
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The course is organised in rather traditional lectures delivering basic principles of strategic management combined with current developments in the field and in seminars driven by individual / team work.

Lectures:

1. Strategic Management Process.
2. Competitive Advantage.
3. Guest lecture.
4. External Environment.
5. Internal Environment.
6. Strategy Formulation.
7. Guest lecture.
8. Strategy Implementation.
9. International Perspectives on Strategy.
10. Strategic Alliances. Knowledge Management and Learning Organisation.

Seminars:

1. Introductory case study - (teamwork)
2. Feedback and Assessment.
3. Case study - environmental analysis (teamwork).
4. Case study - environmental analysis (teamwork).
5. Feedback and Assessment.
6. Case study -building competitive advantage (teamwork).
7. Case study -building competitive advantage (teamwork).
8. Feedback and Assessment. Test
9. Case study - strategy implementation (teamwork).
10. Feedback and Final Assessment.

Study literature:

1. Miller, A.: Strategic Management, Irwin/McGraw-Hill, 1998
2. Collis, D.J., Montgomery, C.A.: Corporate Strategy: A Resource Based Approach, Irwin/McGraw-Hill, 1998
3. Wheelen, T.L., Hunger, D.J.: Concepts in Strategic Management and Business Policy (Achieving Sustainability), Pearson, 2010
4. Harvard Business Review.
5. Strategic Management Journal.
6. Ticha, I.: Strategic Management (study text), PEF ČZU Praha, 2005.
7. Fitzroy, P., Hulbert, J.: Strategic Management: Creating Value in Turbulent Times.
8. Tomposn, J. L.: Strategic Management. Thomson Learning, United Kingdom 2001
9. Hitt, M.A., Ireland, R.D., Hoskisson, R. E.: Strategic Management: competitiveness and globalization. South-Western College Publishing, USA 2001
10. Daft, R. L. : Management. Thomson Learning, Ohio USA 2004
11. Fitzroy, P., Hulbert, J.: Strategic Management: creating valve in turbulent times. John Wiley a sons, Inc., UK 2005
12. Pitts, R.A., Lei, D.: Strategic Management: Building and Sustaining Competitive Advantage, South-Western College Publishing, 2003

LAW OF EU (EJE21E)**Department of Law**

Faculty of Economics and Management

Lecturer:	Mgr. Bc. Sylva Švejdarová, Ph.D.
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Masters
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The aim of the course is to give a broad and general introduction to EU law including a practical knowledge of EU institutions and policy. The lectures will be followed by seminars where the discussed issues will be dealt with in detail. At the end of the course there will be a closed book written exam for which both credit and a grade will be awarded.

Lectures:

1. History of the European Union
2. Institutions of the European Union
3. European Union Law and its Sources
4. Legislative process in EU
5. Member States of EU and their National Legal Systems
6. Legislative process in Czech Republic compared to EU legislative process
7. Internal Market of the European Union (Four Basic Freedoms)
8. European Competition Law
9. Protection of Human Rights in EU
10. Procedure before the European Court of Justice and the Court of First Instance

Seminars:

1. The Business Law in EU
2. International Arbitration and Dispute Settlement
3. Intellectual Property Law in EU
4. Legal Regulation of Information Society in EU
5. European Legal Entities

Study literature:

1. Textbook on EC Law, Steiner - Woods, Oxford University Press 2003, ISBN 0-19-925874-0; (available at the MSc departmental library)
2. Gateway to the European Union (http://europa.eu/index_en.htm)
3. Constitutional Law of the European Union, Lenaerts – Nuffel, Sweet & Maxwell 2005, ISBN 0-421-88610-2
4. International Law, Antonio Cassese, Oxford University Press 2003, ISBN 0-19-829998-2

COMPUTER SECURITY (ETE45E)**Department of Information Technologies**
Faculty of Economics and Management

Lecturer:	Ing. Čestmír Halbich, CSc.
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Masters
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The subject is taught by teachers with the experience in the field of the computer security, operation systems and other areas of computer science. The course combines lectures with theoretical and practical exercise under supervision. The course combines theoretical and practical introductions to the use general and specific encryption methods for work with information. During the lectures, the main problems are outlined, and during the exercise, principles and methods used in chosen subjects are studied in depth. Students are encouraged to solve problems in informal groups. Students work with problems in the relevant areas, either in groups or individually. The fundamental elements of the subjects are taught in lectures and the learning process is supported by homework including problem solving in basics of data protection. The course is held as lectures and calculation practices in area of basic encoding and decoding. In order to pass the course it is essential to participate actively and a report has to be done in chosen topics.

Lectures:

1. Computer crime and its criminal-law implications.
2. Basic encoding and decoding. Safety coding systems.
3. Use of encoding, protocols and programming of a coding algorithms.
4. Protection in operating systems I.
5. Protection in operating systems II.
6. Design of safe operation systems.
7. Network and distributed systems security.
8. Security of network administration.
9. Security of database systems.
10. Basics of data protection, technical data protection assurance.

Study literature:

1. Adámek, J.: Foundations of Coding. New York, John Wiley & Sons 1991, 336 s., ISBN 0471621870
2. Hutt, A. E. - Bosworth, S. - Hoyt, D.B.: Computer Security Handbook. New York, John Wiley & Sons 1995, 1088x., ISBN 0471118540
3. Welsh, D.: Codes and Cryptography. New York Oxford University Press 1988, 257s., ISBN 0198532873
4. Stallings, W.: Network and Internetwork Security. Prentice Hall 1995, 480s., ISBN 002415830
5. Scambray J., McClure S., Windows Server 2003 (Hacking Exposed), ISBN 0072230614
6. Hatch B. et al: Hacking Hacking Linux Exposed, Second Edition, ISBN 0072225645
7. Peltier, T., R., Information Security Risk Analysis, Auerbach Pub. 2001, ISBN 0849308801

BUSINESS STRATEGY (ERE27E)

Department of Management
Faculty of Economics and Management

Lecturer:	prof. Eamon Lenihan (IR)
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Masters
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

To develop awareness and understanding of strategy applicable to business and organization. To develop an understanding of the overall strategic issues facing an organization and therefore the broad perspective from which to appreciate their own contribution to the organization's purpose. To develop an understanding of the strategic management issues. The course comprises reading material (preparatory and in the business game), assessment of case studies, lectures and business simulation.

Lectures:

1. Demonstrate knowledge of the nature of strategy and strategic planning. Strategic issues; the paradigm.
2. Demonstrate an understanding of organizational objectives.
3. Demonstrate an understanding of techniques for strategic analysis.
4. Demonstrate an understanding of strategy and people.
5. Identify the value of forecasting as an integral function of strategic planning and management.
6. Review the decision making function within the strategic planning process.
7. Review the modelling function applicable to strategic planning.

Seminars:

1. Demonstrate knowledge of the nature of strategy and strategic planning. Strategic issues; the paradigm.
2. Business game.
3. Business game continuation I.
4. Business game continuation II.
5. Business game continuation III.
6. Business game continuation IV.
7. Business game final evaluation.

Study literature:

8. Bingham, F.G.: Business Marketing Management, NTC:USA, 1997
9. Hisrich, P.: Entrepreneurship, McGraw-Hill:USA, 1998
10. Nickels, McHugh.: Understanding Business, McGraw-Hill:USA, 1999
11. Baye, M.R.: Managerial Economics and Business Strategy, McGraw-Hill:USA, 1997
12. Bower, J.L.: Business Policy, McGraw-Hill:USA, 1995
13. Grant, R.M.: Contemporary Strategy Analysis, Blackwell Business:UK, 1993

INTERNATIONAL FINANCE (ENE34E)

Department of Economics
Faculty of Economics and Management

Lecturer:	PhDr. L. O. Dittrich, Ph.D. / Eric Griette (FR)
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Masters
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The International Financial Management course is designed to provide students with and understanding of the theory of finance in multinational companies. Theoretical models specific to international finance are introduced and explored through numerical examples and discussion of relevant empirical evidence. The course balances evaluative and computational skills with the aim of presenting international finance in a theoretical and practical perspective.

Lectures:

1. Multinational Financial Management: An Overview.
2. International Flow of Funds.
3. International Financial Markets.
4. Exchange Rate Determination.
5. Forecasting Exchange Rates
6. Measuring Exposure to Exchange Rate Fluctuations.
7. Managing Transaction Exposure.
8. Managing Economic Exposure and Translation Exposure.
9. Direct Foreign Investment.
10. Multinational Capital Budgeting.
11. Country Risk Analysis.
12. Financing International Trade.
13. Short-Term Financing.
14. International Cash Management.

Study literature:

1. Madura, J. "International Financial Management, 6th ed., 2000; and Madura & Schnusenberg, "Study Guide" 2000
2. Meric I., Meric G., Global Financial Markets at the Turn of the Century, 2001, Pergamon
3. Michael Moffett, Arthur Stonehill, David Eiteman, : Fundamentals of Multinational Finance, 2nd Edition,

MACROECONOMIC ANALYSIS (EEEE3E)

Department of Economics
Faculty of Economics and Management

Lecturer:	doc. Ing. Mansoor Maitah, Ph.D. et Ph.D
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Masters
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

This course is concerned mainly with aggregate economic activity. Major emphasis is on factors determining GDP, employment, price level and balance of payments. The purpose of the course is to link the theoretical knowledge of participants with empirical issues in macroeconomics and such a way to improve their analytical and syntactical abilities. The participant will understand the implications of changes in macroeconomic factors from several viewpoints. They will be able to work with empirical studies and to process them as well. Furthermore, they will be aware of the important aspects of theoretical concepts and their confrontation with real world. The course consists of lectures and seminars. Independent work of students out of classes is required.

Lectures:

1. The structure of economy and its implications.
2. The determinants of aggregate consumption, business investment, imports and exports, government spending and taxation.
3. Fiscal and monetary policy – the role in economy and their interaction – several empirical studies.
4. Monetary transmission – direct channel, interest rate channel, credit channel, channel of asset price and the channel -1.
5. Monetary transmission – direct channel, interest rate channel, credit channel, channel of asset price and the channel -2.
6. Price level.
7. Price level–price puzzle.
8. Asymmetric information and their role in economy.
9. Balance of payments and its determinants in Czech economy (1)
10. Balance of payments and its determinants in Czech economy (2)

Seminars:

1. General equilibrium modelling
2. Partial equilibrium modelling.
3. Monetary policy modelling.
4. Fiscal and balance payments modelling.
5. Open economics relationships modelling.

Study literature:

1. Bondt G. J. de: Credit and asymmetric effects of monetary policy in six EU countries: an overview, De Nederlandsche Bank NV, 1998
2. Espinosa-Vega M.A.: How powerful is Monetary Policy in the long run?, Federal Reserve Bank of Atlanta Economic Review, 3Q 1998, 12-31
3. Giordani P.: Essays in Monetary Economics and Applied Econometrics, Stockholm school of Economics, Elanders Gotab, Stockholm, 2001
4. Okun A.M.: Prices & Quantities – a macroeconomic analysis, Basil Blackwell Publisher, Oxford, 1981
5. Romer, D.: Keynesian Macroeconomics without the LM curve, January 2000, www.nber.org/paper/w7461
6. Seddighi H.R., Lawler K.A., Katos A.V.: Econometrics: A Practical Approach, ROUTLEDGE, London, 2000
7. Stiglitz J.E., Greenwald B., Arnott R.: Information and economic efficiency, w.p. No. 4533, NBER, 1993
8. Favero, C.A.: Applied Macroeconometrics, Oxford University Press, 2001
9. Banerjee A., et al.: Co-integration, error correction and the econometric analysis of non-stationary data, Oxford University Press, 2003
10. Charemza W.W., Deadman D.F.: New directions in econometric practice: general to specific modelling, cointegration and vector autoregression, Northampton: Edward Elgar, 2003
11. Mishkin, F.: The Economic of Money, Banking and financial Markets, Scott Foresman and Company, New York, 1989
12. Samuelson P.A., Nordhaus W.D.: Economics, 17-th Edition, McGraw-Hill, 2001
13. Stiglitz J.E., Greenwald B.C.: Asymmetric information and the new theory of the firm: financial constraints and risk behaviour, w.p. No. 3359, NBER, 1990
14. Taylor J.: The Monetary Transmission Mechanism – an Empirical Framework, Journal of Economic Perspectives, October 1995, 11-26

SOCIAL ECONOMY (EEEE4E)

Department of Economics
Faculty of Economics and Management

Lecturer:	Ing. Bohuslava Boučková , CSc.
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Masters
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

Introduction into the topic of social economy as one of the important alternative economic phenomena in the present world. Students get acquainted with the theoretical base of SE including some of the representatives of the theory on the world level., as well as with the practical examples of the SE institutions and enterprises on the EU and CR level. Specific examples, as the implementation of the Public Private Partnership and Fair Trade are included. Students apply the knowledge on the preparation of group project of a SE enterprise of the selected type and its presentation.

Lectures:

1. Definition and key concepts of social economy. Main types.
2. Theoretical base of SE: Main goals of economic activities. Person as an economic object. Social capital.
3. Jaroslav Vanek: Cooperative economy, Labour Manged Economy, Solidarity-based Economy.
4. Co-operatives as a part of social economy: The Mondragon case, Czech examples.
5. Institutional frame of social economy. Social economy zones.
6. Specific SE movements: Emaus Movement, Prout Co-operatives, Liberation Theology.
7. Social economy in the EU: documents, examples, Equal projects.
8. Social economy enterprises in the CR: types, functioning, support. Possibilities in agrar sector and rural areas.
9. Public Private Partnership: definition, origin, goals. PPP in the EU and CR.
10. Fair Trade: definition, goals, principles. FT in Europe. development of FT in the CR.

Seminars:

1. Aims, content and demands of the course. Topics and recommendations for the group project.
2. Information on social economy in the world on Internet: Mondragon, kibutzim, SE enterprises in the U.K.
3. Social economy game: Establishing social capital.
4. Fair Trade in practice: Excursion to the Fair Trade shops in Prague.
5. Group projects presentations.

Study literature:

1. Vanek, Jaroslav: Crisis and reform:Essays in social Economy. Ithaca University Press, N.Y.,1989
2. Alternatives to economic globalisation. A report of the International Forum on Globalisation.BK Publishers, San Francisco, 2002
3. Karafolas, S., Spear, R.(ed.): Local society, global economy.The role of co-operatives. Hellin, Greece, 2002
4. Bauman, Z.: Globalisation.Polity Press 1999
5. Review of Social Economy .The Journal of the Association for Social Economics.www.tandf.co.uk
6. Vanek, J.:The Labor-Managed Economy: Essays by Jaroslav Vanek.Amazon, N.Y., 2004
7. Vanek, J.:Globalisation, desructive trade and remedies through cooperation.Cornell University Press, 2003

MSc in Informatics

Programme syllabi



MSc INFO PROGRAMME SYLLABI

FIRST YEAR

AUTUMN SEMESTER

Projecting of information systems (EIE27E)	120
Theoretical Foundation of Informatics (EIEB0E)	121
Legal Aspects of Informatics (EJE46E)	122
Econometrics modeling for ICT (EEEEB8E)	123
Statistical Data Analysis (ESE34E)	125
Computer Networks (ETE50E)	127

SPRING SEMESTER

Management (EREF8E)	128
Object and Relational Databases (EIEB1E)	129
Spatial Data Processing (Not open)	130
Artificial Intelligence (EIE31E)	131
Statistical Methods of Data Mining (ESE55E)	132
IS Security (ETE40E)	133

SECOND YEAR

AUTUMN SEMESTER

IT Projects Management (EAEE2E)	136
Systems Integration (EIE32E)	137
Information Engineering (EIE49E)	138
Grammar and Languages (I.T.) (EIEB3E)	140
Internet Technologies – Client Side (ETE52E)	141

SPRING SEMESTER

Decision Support Systems (EAE24E)	143
Prognostic Methods (EEEF9E)	145
IS Quality Assesment (EIE50E)	147
Internet Technologies - Server Side (ETE53E)	149
IT for e-Business (ETE24E)	151
Logistics Systems (EAE45E)	149

MSc in Informatics

Programme syllabi – First year



PROJECTING OF INFORMATION SYSTEMS (EIE27E)

Department of Information Engineering
Faculty of Economics and Management

Lecturer:	prof. Ing. Ivan Vrana, DrSc.
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral vindication of project
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

Object methods of information engineering in continuation of structured techniques, the emphasis are put at object consideration of analysis and design of information system. This approach is to enable fast development of applications in automated environment of object I-CASE tools. The object oriented paradigm will be presented in lectures and its utilisation in description and design of information systems. Several methodologies will be considered. Individual techniques will be trained in case studies in seminars, utilising available CASE tools.

Lectures:

1. Introduction to OO paradigm
2. Object data model
3. Modelling dynamic features of the system
4. System life cycle in OMT
5. Introduction to OO analysis and design
6. Instruments of object analysis
7. Instruments of object design
8. Description by diagrams
9. UML - Unified Modelling Language
10. Assessment and transformations of conceptual model
11. Rambough, Martin-Odell and Coad-Yourdon methodologies
12. Agile modelling

Seminars:

1. Introduction to OO approach
2. Modelling dynamic features, System life cycle
3. OO analysis and design - introduction
4. Tools for OO design, diagrams
5. UML
6. Verification of conceptual models
7. Agile modelling

Study literature:

1. James Rumbaugh: Object-oriented modeling and desing. Prentice-Hall, 1991
2. Ambler S.W.: Agile modeling. John Wiley 2002

THEORETICAL FOUNDATION OF INFORMATICS (EIEB0E)

Department of Information Engineering
Faculty of Economics and Management

Lecturer:	doc. Ing. Vojtěch Merunka, Ph.D.
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The course concentrates on the most important parts of computer science, i.e. on formal languages and automata theory and on the related topics of decidability and computational complexity. Comprehension of the basic concepts, their properties and their mutual relations is emphasized. Therefore the lectures comprise many illustrative examples including examples of practical applications.

Lectures:

1. Sets and relations
2. Graphs
3. Formal languages and grammars
4. Finite automata
5. Regular languages
6. Mealy and Moore machines
7. Context-free grammars
8. Push-down automata
9. Turing machines
10. Universal Turing machine
11. Hierarchy of formal languages
12. Decidability and computational complexity

Study literature:

1. LINZ P. An Introduction to Formal Languages and Automata. University of California, 2012
2. HOPCROFT J. E., ULLMAN J. D. Introduction to Automata Theory, Languages and Computation. Addison-Wesley, 1979

LEGAL ASPECTS OF INFORMATICS (EJE46E)

Department of Economic Theories
Faculty of Economics and Management

Lecturer:	Mgr. Bc. Sylva Švejdarová, PhD.
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The basic objective of this course is to make students familiar with legal rules of intellectual property rights protection, which are crucial in IT area. The course is thematically based on the knowledge of copyright, intangible property rights, civil law, criminal/penal law and administrative law with special attention to software, invention implemented by PC, and databases. Teaching covers also data legal protection incl. personal data protection.

In this context the course is focused at the acquisition of needed knowledge of copyright fundamentals, especially works in copyright as well as selected other works regulated by Copyright Act (particularly collective work, employees' piece of work, work for client, etc. with respect to future professional life of students). Students acquire the necessary knowledge of personality rights and property rights of author. Students will be able to orientate themselves in accepting contracts concerning labor law relations and entrepreneurial activities with respect to IT area.

Theoretical knowledge is supplemented by practical applications (especially concerning contracts) with regard to the subject studied.

Lectures:

1. Introduction to the computer and informatics law.
2. Legal form of IPR with respect to IT area (basic overview).
3. Works in copyright.
4. Personality rights of author, property rights of author.
5. Regulations of software and its protection by private law.
6. Patentability of software. Invention implemented by PC.
7. Database as a copyright work. Legal protection of databases.
8. Employees' piece of work.
9. Work for client.
10. Software and its criminal law and administrative law protection.
11. Data legal protection. Contractual issues of data protection.
12. Personal data protection.

ECONOMETRICS MODELING FOR ICT (EEEB8E)

Department of Economics
Faculty of Economics and Management

Lecturer:	doc. Ing. Lukáš Čechura, Ph.D.
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	48

Objective and general description:

The aim of subject is to give students knowledge of economic modelling which in countries with developed market mechanism is non-substitutable tool of quantitative analysis of national economy, its industries and enterprises for determination of optimal strategy of enterprise development, agri-food complex and economy.

Forms of teaching are based on lectures and seminars with use of PC classrooms.

Lectures:

1. Construction of econometric models.
2. Methods of structural parameters estimation.
3. Econometric analysis of supply and demand.
4. One-equation demand models. Classical single product models. Aggregated demand models
5. Simultaneous demand models. Single products models. Aggregated demand models
6. Econometric production analysis. Deriving of production functions. Aggregated production function.
7. Econometric analysis of production factors. Deriving of isoquants functions
8. Econometric analysis of relations among industries. Deriving of izofactor function
9. Econometric analysis of costs. Deriving of cost functions
10. Derivation of one-equation supply models. Specification of supply function, specification from cost function
11. Econometric analysis of market equilibrium. Cobweb model
12. Complex econometric models. Structure of comprehensive econometric models.
13. Financial econometric models. The concept of financial models
14. Industries econometric models. Agrifood sector models. Econometric prognosis.

Seminars:

1. Repeating of vector and matrix algebra. Repeating of regression and correlation analysis.
2. Construction of econometric model; dynamization of econometric model.
3. Identification of EM and its transmission from the structural form into the reduced form
4. Estimation of EM parameters with use of method of dispersion ratio minimisation
5. Estimation of EM parameters with two-stage least squares method
6. Verification of EM; Test of significance of structural parameters and tightness of dependence
7. Derivation of one-equation product demand function and its economic interpretation
8. Derivation and estimation of nonlinear consumption functions
9. Simultaneous models, relation between its structural and reduced form
10. Estimation of supply functions
11. Estimation of production functions (one-factor, two-factors)
12. Relation between production factors and relation between production and branches
13. Complex EM
14. Application of EM in forecasting

Study literature:

1. Darnell, Adrian C., Evans, L.: The Limits of Econometrics, Edward Elgar Publishing Limited, Hants, England 1994, ISBN 1-85278-517-9
2. Greene, William H.: Econometric Analysis, Pearson Education, Inc., New Jersey 2003, ISBN 0-13-110849-2
3. Gujarati, Damodar N.: Essentials of Econometrics, McGraw-Hill, Inc., USA 1992, ISBN 0-07-025194-0
4. Charemza, Wojciech W., Deadman, Derek F.: New Directions in Econometric Practice, Edward Elgar Publishing Limited, Hants, England 1993, ISBN 1 85278 846 1
5. White, H.: New Perspectives in Econometric Theory, Edward Elgar Publishing Limited, Cheltenham 2004, UK, ISBN 1 84376 586 1

Seminars:

1. The course content – requirements. Papers setting. Students' preliminaries on managerial work.
2. Managerial communication. Particular studies solving.
3. Managerial work style, human leadership. Test of managerial work style.
4. Strategy, SWOT analysis. Setting SWOT analysis of PEF CZU in Prague, suggesting strategy for INFO branch.
5. Case study on managerial proceedings.
6. Case studies of decision-making situations. Setting particular studies.
7. Presentation of particular studies.

Study literature:

1. Ivanicevich, J. M., Lorenzi, P., Skinner, S. J., Crosby, P. B.: Management. Quality and Competitiveness. Boston: IRWIN/McGraw-Hill, 1997
2. Thompson, A. A. jr., Strickland, A. J. III.: Strategic Management. Concepts and Cases. Homewood, Illinois: BPI/IRWIN, 1987
3. Torrington, D., Weighman, J., Jones, K.: Effective Management. People and Organisation. New York/London: Prentice Hall, 1989

STATISTICAL DATA ANALYSIS (ESE34E)

Department of Statistic
Faculty of Economics and Management

Lecturer:	Ing. Tomáš Hlavsa, Ph.D.
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The course synthesizes notions gained in statistical courses at BSc level and expands those especially in the domain of multivariate data processing and in processing and assessment of economic information.

Lectures:

1. Survey design, minimum necessary sample size assessment techniques, explorative analysis
2. Data transformation, censored and winsorized samples
3. Fast one-sample and two-sample tests on the mean
4. Fast variance analysis
5. Contingency table analysis
6. Enumerative data analysis
7. Ordinal data analysis
8. Covariance analysis
9. Multiple regression and correlation - assumptions for application
10. Multiple regression and correlation - search for the optimum subset of explanatory variables
11. Multivariate statistical methods - principles and application
12. Principal component analysis
13. Factor analysis
14. Cluster analysis

Seminars:

1. Survey design, minimum necessary sample size assessment techniques, explorative analysis
2. Data transformation, censored and winsorized samples
3. Fast one-sample and two-sample tests on the mean
4. Fast variance analysis
5. Contingency table analysis
6. Enumerative data analysis
7. Ordinal data analysis
8. Covariance analysis
9. Multiple regression and correlation - assumptions for application
10. Multiple regression and correlation - search for the optimum subset of explanatory variables
11. Multivariate statistical methods - principles and application
12. Principal component analysis
13. Factor analysis
14. Cluster analysis

Study literature:

1. Delwiche, L.D., Slaughter, S.J.: The Little SAS Book. SAS Publishing, Cary, NC, 2000
2. Dowdy, S., Wearden, S.: Statistics for research. Wiley, New York, 1982
3. Huitema, B.E.: The Analysis of Covariance and Alternatives. New York, Wiley, 1980
4. Jobson, J.D.: Applied Multivariate Data Analysis. New York, Springer, 1992
5. Smith, G.: Statistical reasoning. Allin and Bacon, Inc. Boston, 1985

COMPUTER NETWORKS (ETE50E)

Department of Information Technologies
Faculty of Economics and Management

Lecturer:	Ing. Miloš Ulman, Ph.D.
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The course combines theoretical and practical introductions to the most developing area of the computer science - networks. The practical are held in the form of informal group work in PC classrooms. Each student individually studies a topic of his/her own choice (within the curriculum), resulting in a report which has to be approved by the staff member responsible for the course. Each student, or two students together, does a project on specific problem.

Lectures:

1. The entrance to the Computer Networks, networks LAN and WAN, computing model
2. Network taxonomy, network operating systems
3. Network architecture - model ISO OSI
4. Network architecture - TCP/IP
5. Data communication
6. Transmission technics, basic transmission paradigma, physical layer
7. Guest lecture
8. Link layer, Access control
9. Network layer, switching, routing
10. Transport layer
11. Internetworking
12. Ethernet

Seminars:

1. Introduction: programme of seminars, evaluation system, assembling of work teams - projekt_I
2. Novell NetWare (6.x)
3. MS Windows NT (200, 2003) server
4. MS Windows NT (200, 2003) server - presentation of project
5. Unix/Linux
6. Unix/Linux - presentation of project
7. Presentation of case study

Study literature:

1. Klander, L.: Hacker Proof, Unis Publishing. 1998. 648 s.- ISBN: 80-86097-15-3
2. Greer, T.: Intranety. Computer Press 1999. 309 s.- ISBN: 80-7226-135-5

MANAGEMENT (EREF8E)

Department of Management
Faculty of Economics and Management

Lecturer:	Richard Selby, Ph.D.
Teaching period:	academic year 2010/2011 (spring semester)
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The objective of the subject consists of acquiring knowledge of entrepreneur subjects functioning and of managerial activities. This knowledge is necessary to obtaining partial skills of managerial functions and roles as well as creative approaches to problem solving. The basic form of the teaching includes lectures and practises realised in the form of seminars focused on partial managerial skills, solving of situations and partial projects.

Lectures:

1. Management, managerial functions.
2. Subjects of management, forms of business organizations.
3. Business functions - manufacturing, economic, social, ecological and managerial.
4. Organisational and managerial structures in business subjects.
5. Business environment - market, suppliers, buyers and customers, legislative and economic issues, region and community.
6. Business strategy, business plan, business culture, tactical and operational management.
7. Information and decision-making processes.
8. Control and supervisory processes.
9. Requirements on activities and the personality of a manager, professional ethics in managerial practice, professional.
10. Leading of people and labour groups – delegation, work motivation.
11. Work groups, teams, group dynamics.
12. Participation, identification with business, business climate.
13. Rationalisation of business processes, time-management.
14. Rationalisation of managerial functions, management effectiveness.
- 6.

OBJECT AND RELATIONAL DATABASES (EIEB1E)

Department of Information Engineering
Faculty of Economics and Management

Lecturer:	doc. Ing. Vojtěch Merunka, Ph.D.
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Master
ECTS credit:	5.0
Assessment:	credit and combined exam
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The course gives theoretical form (formal language with evidence) of knowledge of the structure of relational and object database systems with attention to querying data bases. Languages SQL, OQL, are discussed here, object-oriented programming and lambda-calculus. Theoretical knowledge is validated by practical individual project. The formal techniques of relational (data decomposition, synthesis, 6 normal forms) and object design (4 normal form and selected structural and behavioural design patterns) are discussed in the course.

Graduates are able to apply their knowledge to new future versions of the database (in general, transaction-processing) systems. Generally, the course contributes to the skills of critical thinking and less accurate depending on the commercial product specifically software companies.

Lectures:

1. Introduction, data types and data models
2. Intro to λ -calculus
3. Data modelling using λ -calculus
4. Object data model, object querying
5. Formal techniques of object data model design
6. Relational data model
7. Functional dependencies among attributes
8. Decomposition and synthesis algorithms
9. Relational data normalization
10. Object and relational data model comparison, OQL a SQL
11. Examples from practice I.
12. Examples from practice II.

Study literature:

1. authorised software DASKALOS (author V. Merunka)
2. VisualWorks v8.0+ r 2014
3. Postgress v9.3+
4. MySQL

SPATIAL DATA PROCESSING (NOT OPEN)

Department of Information Engineering
Faculty of Economics and Management

Lecturer:	doc. RNDr. Dana Klimešová, CSc.
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The course is focused at methods of processing and analysis of spatial data with special emphasis on State and public administration and emerging mobile information and communications technologies.

Lectures:

1. Spatial data models
2. Cartographic representation. Sources and methods for spatial data
3. Methods of analysis and geoprocessing. GPS, Galileo, mobile applications
4. Data types and their use. Web services
5. Basic application areas. The technique of collection and processing data from remote sensing
6. Spectral properties of substances. Precision agriculture
7. Regional geographic study. Remote sensing as a data source
8. Basic image processing methods. Reconstruction, enhancement
9. Discrete convolution. Geometric transformations. Theory of recognition
10. Processing of data from many sources. Temporal analysis
11. Geographically oriented spatial information database
12. Tools for informed decision-making. Territory management

Study literature:

1. KLIMEŠOVÁ D. GIS Technology Courses- 2004, PEF ČZU Praha
2. BRIMICOMBE A. GIS, Environmental Modelling and Engineering, Taylor & Francis Group, 2010. Landgrebe D. A., Signal
3. Theory Methods in Multispectral Remote Sensing, Wiley-Interscience, 2003.
<http://learn.ivv.nasa.gov>)

ARTIFICIAL INTELLIGENCE (EIE31E)**Department of Information Engineering**
Faculty of Economics and Management

Lecturer:	doc. Ing. Arnošt Veselý, CSc.
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

Lectures form introduction to those parts of artificial intelligence that are mostly used in modern database systems, expert systems, in the field of representation and processing of knowledge and in decision models. The theory discussed in lectures will be clarified on examples which students will be dealt with on exercises.

Lectures:

1. Introduction to artificial intelligence
2. Mathematical model of neuron
3. Adaptation of neuron
4. Feedforward layered networks
5. Application of feedforward layered networks
6. Hopfield networks
7. Competitive neural networks, Kohonen self-organizing maps
8. Genetic algorithm
9. Fuzzy sets and fuzzy relations
10. Fuzzy logic
11. Approximative reasoning I
12. Approximative reasoning II
13. Fuzzy systems
14. Neurofuzzy systems

Seminars:

1. Models of neuron
2. Feedforward layered networks
3. Hopfield networks
4. Kohonen self-organizing maps
5. Fuzzy sets and relations
6. Approximative reasoning
7. Fuzzy systems

Study literature:

1. Beale R., Jackson T. : Neural Computing: An Introduction , Prentice Hall, 1994.
2. Patterson D. : Artificial Intelligence, Prentice Hall, 1990.
3. Jang J., R.: Neuro-Fuzzy and Soft Computing, Prentice-Hall, 1997.

STATISTICAL METHODS OF DATA MINING (ESE55E)

Department of Statistic
Faculty of Economics and Management

Lecturer:	Mgr. Jiří Petera
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

This course introduces basic concepts, methods, and statistical techniques in data mining. Procedures discussed include exploration, classification, estimation, prediction, clustering, and data visualization. Students will use the available software tools (SAS statistical programme package).

Lectures:

1. Types and sources of data
2. Basic techniques of exploratory analysis of univariate distributions
3. Exploratory analysis of multivariate data
4. Prediction models. Regression models
5. Selection and reduction of variables in the regression model
6. Regression with qualitative independent variables
7. Association analysis
8. Time series models
9. Principal component analysis and cluster analysis
10. Conducting data mining process (SEMMA process).
11. Review

Study literature:

1. Delwiche, L.D., Slaughter, S.J.: The Little SAS Book, SAS Publishing, Cary, NC, 2000
2. LAROSE, D. T. Data Mining Methods and Models. Wiley-IEEE Press. 2006. 344 pp. ISBN 978-0-471-66656-1
3. MUCHERINO, A. ET AL. Data Mining in Agriculture. Springer. 2009. 272 pp. ISBN 978-0-387-88614-5
4. DOWDY, S., WEARDEN, S. Statistics for Research, Wiley, New York, 1982, 537 pp. ISBN 0-471-08602-9

IS SECURITY (ETE40E)

Department of Information Technologies
Faculty of Economics and Management

Lecturer:	Ing. Martin Havránek, Ph.D.
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The subject is taught by teachers with the experience in the field of the computer security, operation systems and other areas of computer science. The course combines lectures with theoretical and practical exercises under supervision. The course combines theoretical and practical introductions to the use general and specific encryption methods for work with information. During the lectures, the main problems are outlined, and during the exercises, principles and methods used in chosen subjects are studied in depth. Students are encouraged to solve problems in informal groups. Students work with problems in the relevant areas, either in groups or individually. The fundamental elements of the subjects are taught in lectures and the learning process is supported by homework including problem solving in basics of data protection. The course is held as lectures and calculation practicals in area of basic encoding and decoding. In order to pass the course it is essential to participate actively and a report has to be done in chosen topics.

Lectures:

1. Computer crime and its criminal-law implications
2. Basic encoding and decoding, Safety coding systems
3. Usage of encoding, protocols and programming of a coding algorithms
4. Protection in operating systems
5. Protection in operating systems
6. Protection in operating systems
7. Protection in operating systems
8. Design of safe operating systems
9. Network and distributed systems security
10. Network and distributed systems security
11. Network and distributed systems security
12. Security of network administration
13. Security of database systems
14. Basics of data protection, technical data protection assurance

Seminars:

1. Basic encoding and decoding, Usage of encoding
2. Protocols and programming of a coding algorithms
3. Protection in operating systems
4. Design of safe operating systems
5. Network and distributed systems security
6. Security of network administration
7. Design of technical data protection assurance

Study literature:

1. Adámek, J. Foundations of Coding. New York: John Wiley & Sons, 1991, 336 s., ISBN 0471621870
2. Hutt, A..E. Bosworth, S. Hoyt, D.B.. Computer Security Handbook. New York: John Wiley & Sons, 1995, 1088s., ISBN 0471118540
3. Welsh,D.. Codes and Cryptography. New York: Oxford University Press, 1988, 257s., ISBN 0198532873
4. Stallings, W.. Network and Internetwork Security. New York: Prentice Hall, 1995, 480s., ISBN 002415830
5. Hatch B. et al.. Hacking Hacking Linux Exposed. Second Edition. San Francisco: McGraw-Hill, 2002, ISBN: 0072225645
6. Scambray J., McClure S.. Windows Server 2003 (Hacking Exposed). San Francisco: McGraw-Hill, 2003, ISBN: 0072230614

MSc in Informatics

Programme syllabi – Second year



IT PROJECT MANAGEMENT EAEE3E**Department of Systems Engineering**
Faculty of Economics and Management

Lecturer:	Ing. Petra Pavlíčková, Ph.D
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	27

Objective and general description:

The course is oriented to project management. To clarify the basic principles and tasks in project management within the life cycle of projects in line with world trends of modern project management oriented to IT business. The main idea of the course meanders in a systematic and methodical procedure for ensuring all project activities.

Students will be introduced to individual stages of project and its typical tasks and principles of its handling. They will be able to prepare a project for realization (especially plan, prepare defence for the investor, and prepare basic project documentation). They will be able to manage and coordinate the activities of realization of a project in any stage. The basic form of teaching are lectures, seminars, project and ability to present own work.

Lectures:

1. Life cycle of IT projects, types of IT projects and SW development.
2. Organization structure of the project. Assembling project Team. Communication and project roles.
3. Agile methods (Agile Manifest) in IT project management.
4. Project planning (logical framework, time and source analysis).
5. IT project and analysis phase (Use Case models).
6. IT project and development phase (SW development, time and performance prediction).
7. IT project and testing phase (Testing methodology, test scenarios).
8. Change management, Quality management (standards and tools).
9. Project closing. Lessons Learned, Project Management Maturity Model.
10. Project Management principles. International standards, methodologies of Project Management.
11. Project Management Office. Program and portfolio of the projects. Process model.
12. Simulation and prediction of IT projects. Best practices.

Seminars:

1. Introduction. Definition of the project. Team roles and assembling the teams.
2. Business case and schedule of the project.
3. Team presentation. Technical part of project (Architecture, Use Cases)
4. Use Cases and architecture presentation.
5. Testing phase, Testing Plan and scenarios.
6. Final presentation (presentation of the whole project). Lessons learned and best practises.

Study literature:

1. A Guide to the Project Management Body of Knowledge: (Pmbok Guide)". Project Management Institute, 2008. ISBN 1933890517.
2. "Managing Successful Projects With Prince2". Stationery Office Books, 2009.
3. Maylor,H. Project Management. Pitman Publishing 1996

SYSTEMS INTEGRATION (EIE32E)**Faculty of economics and management**
Faculty of Economics and Management

Lecturer:	doc. Ing. Prokop Toman, CSc.
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Master
ECTS credit:	5.0
Assessment:	vindication of project
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

Curriculum is covered in scheduled lectures and scheduled seminars.

Lectures:

1. Basics of systems integration
2. Trends in business practices and IS/IT
3. Life-cycle of IS/IT and life-cycle of a project
4. Global strategy of enterprise, information strategy of enterprise
5. Tenders
6. System specification and requirement analysis
7. Analysis and design of system
8. Implementation, testing and maintenance of a system
9. Technological line of information system development
10. Quality and ISO 9000+ standards
11. IS/IT security
12. Globalisation of society
13. Elektronical trading
14. Future of informatics

Seminars:

1. Content of practicals will follow lectures

Study literature:

1. Aaker, D.A.: Developing Business Strategies, John Wiley and Sons, 1998
2. Avison, D.E. and Fitzgerald, G.: Information System Development: Methodologies Techniques and Tools, McGraw Hill, 1995
3. Yeh, R.T.: Current Trends in Programming Methodology. Vol. I
4. Roberts, F.S.: Measurement Theory with Applications to Decisionmaking, Utility and Social Sciences. Encyclopaedia of Mathematics and its Applications, Addison - Wesley, London, Amsterdam, Don Mills - Ontario, Sydney, Tokyo, 1971

INFORMATION ENGINEERING (EIE49E)**Department of Information Engineering**
Faculty of Economics and Management

Lecturer:	doc. Ing. Vojtěch Merunka, Ph.D.
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Master
ECTS credit:	5.0
Assessment:	credit and combined exam
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The goal is to learn how to use necessary tools and work with theoretical background for currently used techniques of analysis, design and as the important part also software implementation of information systems. The approach is based on the object-oriented paradigm. In practices, system VisualWorks together with applicable CASE tools and database systems will be used. The application perspective of discussed approaches is stressed from viewpoint of ICT processes and ICT management. Practices are fit to the individual approach to each student with training and with solving of semester projects.

Lectures will describe the basic concepts and their relationships. Emphasis will be given to principles not to formal details and formal mathematical proves. Applications of general concepts in practice will be stressed.

During the practices and the seminars the theory gained in lectures will be exercised on concrete tasks including the implementation of algorithms in suitable software. The part of teaching process in the semester project, which is to be presented and defended at the end of semester.

Lectures:

1. ICT management and its relation to information and business strategy..
2. ICT project lifecycle regarded from manager perspective. Dependence on information system development and organization.
3. Process driven approach of ICT projects, management documentation, tasks necessary for project initiation and closing.
4. The concept of business and workflow process and process model. The role of Petri nets and finite state machines for.
5. Process models with EPC. Business engineering.
6. Requirement engineering techniques. Interviewing for process model gathering and validation.
7. Object/oriented process models. Concepts and relationships.
8. Concepts and relationships in model of conceptual objects. Optimization and transformation between business process.
9. Validation and optimization of the conceptual model. Design patterns and object normal forms.
10. Software implementation alternatives. Differences in approaches in miscellaneous programming paradigms.
11. The role of CASE and CAME tools in consulting and analysis activities. The fundamentals of metamodeling.
12. The issue of quality and maturity of ICT processes. CMM and ITIL approach.
13. Agile approach for information systems modelling and implementation.
14. Modern trends in information engineering techniques. Specific methods for website design. The overview of currently.

Seminars:

1. Content of practicals will follow lectures.
2. The usage of CASE tool outputs for management documentation.
3. Process model examples as the requirement base for an information system.
4. Examples of models in OBA and BORM.
5. Examples of software model development in CASE tool.
6. Examples of code generation and documentation generation in CASE tool.
7. Semestral projects presentations.

Study literature:

1. Abadi M., Cardelli L.: A Theory of Objects, Springer-Verlag New York Inc. ISBN: 0387947752
2. Ambler Scott: Building Object Applications That Work, Your Step-By-Step Handbook for Developing Robust Systems Using Object Technology, Cambridge University Press/SIGS Books, 19
3. Ambler Scott: Object Orientation – Bringing data professionals and application developers together, <http://www.agiledata.org/essays/objectOrientation101.html>.
4. Hall J.et al.: Accounting Information Systems 3rd edition, South-Western Publishing, 2003, ISBN 0538877960.
5. Merunka V., ICT Management, CZU 2004.

GRAMMAR AND LANGUAGES (I.T.) (EIEB3E)

Department of Information Engineering
Faculty of Economics and Management

Lecturer:	doc. Ing. Vojtěch Merunka, Ph.D.
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The course gives knowledge sufficient to enable students to program a specific compilers in the form of pushdown automata that retrieves a data source (such as an open format from the Internet) and transforms it into a syntax that is readable, for example, office software, web applet, or subsequent statistical processing, or a programs that converts the filtered data from a binary format into an open format.

There are discussed LL and LR parsers scanners and scanners of an input code. There is an additional explanation of the principles of the non-imperative programming using the basic features of the languages Lisp and Prolog. Generally, the subject contributes to the skills of critical thinking and less dependency on the commercial product specifically software companies.

Lectures:

1. Introduction, programming language LISP basics
2. Context of LISP language and λ -calculus
3. LISP algorithmization, list processing
4. Regular and push-down automata
5. Scanner construction by a regular automaton
6. LL1 and LR1 grammars
7. FIRST set a FOLLOW set calculation
8. Options for a compiler construction
9. PROLOG intro
10. List processing in PROLOG
11. Compiler construction in PROLOG
12. Examples from the practice

Study literature:

1. Michaelson G.: An Introduction to Functional Programming Through Lambda Calculus, ISBN 978-0486478838, 2011
2. Davis M.: Computability, Complexity, and Languages: Fundamentals of Theoretical Computer Science / Edition 2

INTERNET TECHNOLOGIES - CLIENT SIDE (ETE52E)

Department of Information Technologies
Faculty of Economics and Management

Lecturer:	doc. Ing. Zdeněk Havlíček, CSc.
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Master
ECTS credit:	5.0
Assessment:	written
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The basic forms of teaching are lectures, controlled seminars in computer laboratory and independent work with PC. Inform students about technologies used in creation of web sites on part of customer especially technologie DHTML. Students create individual essays and group web site projects. The project report is presented and discussed in the class in the presence of a committee.

Lectures:

1. Introduction into the course unit, Development of IT
2. Development of internet HTML, XML and XHTML
3. DHTML - Document Object Model
4. Cascading Style Sheets - selectors
5. Cascading Style Sheets - styles for documents
6. Javascript - description of language
7. Javascript - examples
8. Computer graphics
9. Accessibility on web
10. AJAX technologie
11. Multimedia and technologies flash
12. Web design
13. E-commerce and security of IS
14. Standard trends

Seminars:

1. Introduction into seminars, Information retrieval
2. Rules of el. communication, Essay entry
3. Markup languages
4. Preparation of essay - consultation
5. Cascading Style Sheets
6. Presentation of essays and entry of group projects
7. Javascript - examples
8. Preparation of projects - consultation
9. CSS - examples
10. Preparation of student's projects - consultation
11. AJAX - examples
12. Preparation of student's projects - consultation
13. Presentation of student's projects
14. Presentation of student's projects - Assignment

Study literature:

3. Flanagan D.: JavaScript. Computer Press 2002
4. Musciono Ch., Kennedy B.: HTML a XHTML Computer Press 2000.
5. Goodman, D.: Dynamic HTML The Definitive Guide. O` Reilly 2002. ISBN 0-596-00316-1.
6. Harold, E.R., Means, W.S.: XML in a Nutshell. O` Reilly 2004. ISBN 0-596-00764-7.
7. Bates, C.: XML in Theory and Practice. John Wiley&Sons 2003. ISBN 0-470-84344-6.
8. Powell, T.A.: Web Design. The Complete Reference. Osborne/McGraw-Hill 2000. ISBN 0-07-212297-8.
9. Daconta, M.C., Obrst, L.J., Smith K.T.: The Semantic Web. Wiley Publishing, Inc. 2003; ISBN 0-471-43257-1.
10. Zeldman, J.: Designing with Web Standards. New Riders Publishing Publication 2003. ISBN 0-7357-1201-8
11. Meyer, E.: Cascading Style Sheets - The Definitive Guide. O Reilly 2004. ISBN:0-596-00525-3
12. Niederst, J.: Web design in a nutshell. O Reilly 2002. ISBN 0-596-00196-7

DECISION SUPPORT SYSTEMS (EAE24E)

Department of Systems Engineering
Faculty of Economics and Management

Lecturer:	doc. RNDr. Helena Brožová, CSc.
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Master
ECTS credit:	4.0
Assessment:	oral and vindication of project
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

Most of the curriculum is covered in scheduled lectures and scheduled seminars. Learning and application of the subject are supported by theoretical exercises, particularly in the form of problem solving. The last 5 weeks of the semester are devoted to a group project which is worked through in groups of 3-4 students with a distinct inter-disciplinary aspect, using information from all the topics discussed to focus on a specific aspects of system decision making support. The project is presented and evaluated at the end of the course. The project can be written in Czech or English.

Lectures:

1. Managerial Information Systems
2. Paradigm of system, Modelling and Metamodeling
3. Decision-making process, structure, phases
4. Cognitive approach in Decision Support
5. Decision Support Systems History
6. Decision Support Systems Projects
7. Decision Support Systems - Types, Effectivity
8. Experts Systems and Its History, Artificial Inteligence
9. Knowledge Systems
10. Practical examples

Seminars:

1. Decision-making Process, Analysis of Decision-making Phases, Decision-making Structure
2. Design of Decision Support Systems Userface
3. Project of Decision Support Systems
4. Methodological Analysis of Expert Systems
5. Case Study of Decision Support Systems in Agriculture

Study literature:

1. Turban Efraim.: Decision Support Systems. Wiley, 4th ed., N.Y., 1998.
2. Bonini, Ch.P., Hausman, W.H.: Quantitative Analysis for Management. MacGraw, 1997. ISBN 0-256-14021-9.
3. Schaik F.D.J.: Effectiveness of Decision Support Systems. Delft University Press, 1988, kapitoly 1, 3, 5.
4. Decision Support systems, The International Journal, North-Holland, ISBN 0137-9236. Selected volumes.
5. Hwang, Ch., Young, L.: Fuzzy Mathematical Programming. Springer, 1999.
6. Chase, R.B., Aquilans, N.J.: Production and Operational Management. Irwin 1995. ISBN 0-256-16546-7.

PROGNOSTIC METHODS (EEEE9E)

Department of Economics
Faculty of Economics and Management

Lecturer:	doc. Ing. Lukáš Čechura, Ph.D.
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Master
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	30

Objective and general description:

Aim of the subjects is to give students knowledge of common prognostic methods use of which is a necessary presumption of perspective branch strategy on both national-economy and enterprise levels. Qualified use of prognostic methods is a condition of a successful economic decision making.

Seminars will be taught with use of PC classrooms.

Lectures:

1. Determination of prognostics
2. Classification of prognoses
3. Subjective prognostic methods
4. Objective prognostic methods
5. System-econometrics prognostic methods
6. Derivation of demand functions
7. Demand function's use for demand prognosis
8. Derivation of supply functions
9. Supply function's use for demand prognosis
10. Prognosis of agrifood market development
11. Verification of prognostic characteristic of models
12. Derivation of prognosis from complex econometrics models
13. Simulation and enterprise prognosis
14. Business prognosis, 15. Prognosis of macroeconomic aggregates

Seminars:

1. Typology of prognosis and prognostic methods
2. Subjective prognostic methods
3. Objective prognostic methods
4. Econometric prognostic methods
5. Demand prognoses
6. Supply prognoses
7. Prognoses from complex econometric models and simulation prognoses

Study literature:

1. Darnell, Adrian C., Evans, L.:The Limits of Econometrics, Edward Elgar Publishing Limited, Hants, England 1994, ISBN 1-85278-517-9
2. Gilchrist, W.: Statistical Forecasting, Wiley London 1996
3. Gujarati, Damodar N.:Eentials of Econometrics, McGraw-Hill, Inc., USA 1992, ISBN 0-07-025194-0
4. Greene, William H.: Econometric Analysis, Pearson Education, Inc., New Jersey 2003, ISBN 0-13-110849-2
5. Charemza, Wojciech W., Deadman, Derek F.: New Directions in Econometric Practice, Edward Elgar Publishing Limited, Hants, England 1993, ISBN 1 85278 846 1
6. Labys, W.C.: Modelling and Forecasting Primary Commodity Prices, Ashgate, 2006

IS QUALITY ASSESMENT (EIE50E)**Department of Information Engineering**
Faculty of Economics and Management

Lecturer:	Ing. Jiří Brožek, Ph.D.
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Master
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	30

Objective and general description:

Aim of the subjects is to give students knowledge of common prognostic methods use of which is a necessary presumption of perspective branch strategy on both national-economy and enterprise levels. Qualified use of prognostic methods is a condition of a successful economic decision making.

Seminars will be taught with use of PC classrooms.

Lectures:

1. The concept of structure. Empirical and formal structure. The concept of measure scales.
2. Ordinal, interval and ratio scale. The concepts, which are invariant in the given metric scale.
3. The general concept of quality. The special situation in the area of information system. International standardisation.)
4. The quality characteristics, subcharacteristics attributes and predictors. External and internal measures.
5. The managers, developers, acquires and independent evaluators point of view to the quality.
6. Complexity as a quality indicator. The complexity in the imperative environment. Software physics.
7. Complexity using structural analysis of flow graph. Mc Cabe, Piwovarsky and Zuse 's approach.
8. Complexity in the object oriented environment. The different behaviour concerning the concatenation.
9. Complexity time and effort, COCOMO formula. omplexity and effort estimation on the specification stage.
10. Quality evaluation of concrete program packages and information systems.

Seminars:

1. Clasification of various types of measure scales
2. Students presentations of the contents parts of international standards.
Presentation of projects.
3. Students presentations of the contents parts of international standards.
Presentation of projects.
4. Students presentations of the contents parts of international standards.
Presentation of projects.
5. Students presentations of the contents parts of international standards.
Presentation of projects.

Study literature:

1. Zuse, H.: Software Complexity. Measures and Methods. de Gruiter Berlin, 1991, 605 p.
2. Krantz, D.H.; Luce, R.D.; Sippers, P. and Tversky, A.: Foundation of Measurement, Vol. I Additive and Polynomial Representations, Academic Press, San Diego, New York, Boston, London, Sydney, Tokyo, Toronto, 1971, 584 p.
3. Roberts, F.S.: Measurement Theory with Applications to Decisionmaking, Utility and Social Sciences. Encyclopaedia of Mathematics and its Applications, Addison - Wesley, London, Amsterdam, Don Mills - Ontario, Sydney, Tokyo, 1971, 420 p.
4. Actual Draft International standards, technical reports, committee drafts and working drafts of international standardisation groups ISO/IEC JTC1/SC7 Software engineering, specially drafts of series ISO/IEC 14598 Evaluation of software products
5. ISO/IEC 9126 Software quality characteristics and metrics

INTERNET TECHNOLOGIES - SERVER SIDE (ETE53E)

Department of Information Technologies
Faculty of Economics and Management

Lecturer:	doc. Ing. Zdeněk Havlíček, CSc.
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Master
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	30

Objective and general description:

Inform students with possibilities of creation and administration of dynamic web sites. Subject is oriented on www technologies on part of server. The basic forms of teaching are lectures, controlled seminars in computer laboratory and independent work with PC. Students create individual essays and group projects.

Lectures:

1. Introduction into the course unit, new IS architecture
2. Sever side Technologies - overview
3. Forms in HTML
4. Forms and Scripting
5. Editors, Toolkits, Professional Programing
6. Java and servlets on server side
7. DBS and Web server
8. Internet application and its integration
9. Architecture of Internet - CESNET example
10. Monitoring of Internet

Seminars:

1. Introduction into seminars, group project entry
2. Preparation of project structure
3. Forms - examples
4. Creation of projects - consultation
5. PHP - examples
6. Creation of projects - consultation
7. MySQL - examples
8. Creation of projects - consultation
9. Presentation of student 's project
10. Presentation of student 's project + Assignment

Study literature:

1. Zeldman, J.: Designing with Web Standards. New Riders Publishing Publication 2003. ISBN 0-7357-1201-8
2. Castagneto, J. and all.: Profesional PHP Programing. WROX 2000. ISBN 1-861002-96-3
3. Fowler, S., Stawick V.: Web Application Design Handbook, Elsevier 2004. ISBN 1-55860-752-8

IT FOR E-BUSINESS (ETE24E)

Department of Information Technologies
Faculty of Economics and Management

Lecturer:	Ing. Petr Benda, Ph.D.
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Masters
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	27
Prerequisites:	English, B.Sc. studies in IT

Objective and general description:

The basic form of teaching are lectures, controlled seminars in computer laboratory and independent work with PCs. Students work in groups and elaborate essays and presentations on given topics. The presentations are given and discussed in the class. Course support is at moodle.czu.cz and kitlab.pef.czu.cz.

Lectures:

1. Introduction into the course unit - Data - Information - Knowledge
2. E-business
3. Computation models
4. Computer graphics
5. Network infrastructure, network services, VoIP
6. Technologies client/server side
7. DHTML - CSS, JavaScript
8. Desktop applications, database systems, programming languages
9. Data modeling, data mining
10. ICT security
11. Data protection/archivation
12. IT management

Study literature:

1. K. Laudon, J. Laudon: Management Information Systems. Prentice Hall. 11 edition (January 9, 2009). ISBN 10: 0-13-607846-X
2. Bergmen, T.P.: The Essentials Guide to Web Strategy for Entrepreneurs. Prentice Hall 2002. ISBN 0-13-062111-0
3. Timothy J. O'Leary: Computing Essentials 2005 Intro Edition w/Student CD, 12th Edition. ISBN 0072256478
4. Oz, Effy: Management Information System. Fourth Edition. Boston: Course technology, 2004. ISBN 0-619-21538-0.
5. Dyché, Jill. The CRM Handbook: A Business Guide to Customer Relationship Management. Addison-Wesley Professional, 2001. ISBN 978-0201730623.

LOGISTIC SYSTEMS (EAE45E) - NOT OPEN

Department of Systems Engineering
Faculty of Economics and Management

Lecturer:	doc. Ing. Tomáš Šubrt, Ph.D.
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The subject's aim is to acquaint the students with the basic principles and the latest trends in supply, transport, and manufacturing logistics. The focal point of the subject is the transport logistics, particularly in using different mathematical models in this area. The lectures have a classical form and seminars are orientated towards software solution.

Lectures:

1. Introduction to logistic systems, basic terms and typology
2. Analysis of a logistic chain, basic calculations
3. Logistic costs I – Types and calculations
4. Logistic costs II - Constant demand optimization methods
5. Logistic costs III - Variable demand optimization methods
6. Transportation logistics I - Route planning, direct shortest path problem
7. Transportation logistics II - Route servicing in non directed networks
8. Transportation logistics III - Route servicing in directed networks
9. Transportation logistics IV- Flow scale economies on route choice, fractal networks
10. Inventory logistics I - Deterministic supply management
11. Inventory logistics II - Stochastic supply management
12. Production logistics I - Analysis of material flows
13. Production logistics II - Methods for optimal objects allocation
14. Cross-sectoral logistics

Seminars:

1. Transportation and transshipment problems - recapitulation
2. Simulation model of a logistic system
3. Analytical model of a logistic systems with constant demand
4. Analytical model of a logistic systems with variable demand
5. Route servicing models
6. Flow economies and route design calculations
7. Inventory logistics models

Study literature:

1. Christopher, M. (ed): Logistics - the strategic issues. Chapman &Hall, 1995
2. Daganzo, C.F.: Logistic Systems Analysis, Springer Verlag, Berlin, Heidelberg, 2005

MSc in European Agrarian Diplomacy

Programme syllabi



MSc EAD PROGRAMME SYLLABI

FIRST YEAR

AUTUMN SEMESTER

World Economy and Agriculture (EEEF1E)	156
Business Management (EREX6E)	158
Essentials of Diplomacy (EHEA8E)	160
Communication and Information Resources (ETEA3E)	162
Econometrics (EEE64E)	164
Communication en Francais (ELD09Z_1)	168
Introduction to Study (EXE31Z)	168

SPRING SEMESTER

Agricultural policy (EED06E)	169
Human Resource Management (EREX8E)	171
World Economics and World Economic Institutions (EED07E)	173
Economics of Production and Processing of Agricultural Products (EED08E)	175
Foreign policy and international relations (EHEA9E)	177
Communication en Francais I (ELD09Z_2)	179

SECOND YEAR

AUTUMN SEMESTER

International Economics (ENE42E)	182
Marketing Management (ERET1E)	184
EU Integration and Agriculture (EEED3E)	186
Strategic Management (ERET2E)	188
Legal Regulation of Integration (EJD04E)	190
Communication en Francais II (ELD10Z)	192

SPRING SEMESTER

Agribusiness Economics (EED09E)	193
Prognostics and Planning (ERET3E)	194
World Trade in Agricultural Products (EED10E)	197
Regional development (ERET4E)	199

MSc in European Agrarian Diplomacy

Programme syllabi – First year



WORLD ECONOMY AND AGRICULTURE (EEEF1E)

Department of Economics
Faculty of Economics and Management

Lecturer:	Ing. Zuzana Křístková, Ph.D.
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

Economics of World Agriculture deals with the problem of world food insecurity and agricultural production. This problem is systematically analyzed concerning the demand for food and its demographic and economic determinants and the supply of food taking into account various world agricultural systems and production factors characteristics. The attention is also paid to the development of agricultural commodity markets and agrarian policies in OECD and developing countries. The objective of this subject is to analyze current problems of world malnutrition and agricultural production with the use of economic theories and reasoning with the aim to deepen the economic knowledge of students and their global overview.

Lectures:

1. Role of agriculture in coping global problems, agriculture from the historical perspective.
2. The role of agriculture in economic development and structural transformation.
3. The world food problem and undernutrition.
4. Economic determinants of food demand.
5. Demographic determinants of food demand.
6. Case studies assignment.
7. Classification of world agricultural systems.
8. Determinants of agricultural output.
9. World agricultural commodity markets.
10. World agricultural and food policies.
11. Case studies presentations.
12. How to promote agricultural development? Experience in development projects in agriculture (a guest lecture).

Seminars:

1. Case studies assignment and assignment for next seminar.
2. Readings on nutrition, estimating recommended nutritional doses.
3. World historical famines - readings and discussion.
4. Readings on demographics and projecting future demand for food in a chosen country.
5. Readings on GMO and biotechnology. Discussion - what are the pros and cons of GMOs?
6. Estimating agricultural production functions and supply elasticities.

Study literature:

1. Leathers, H., Fosters, P.: The World Food Problem: Tackling the Causes of Undernutrition in the Third World. 2004. Third Edition. Lynne Rienner Publishers. ISBN 1- 58826-275-8.
2. Norton, G.W., Alwang, J., and W.A. Masters: Economics of Agricultural Development: World Food Systems and Resource Use, Second Edition, Routledge, 480 p. 2006.
3. Kuna, Z.: Demografický a potravinový problém světa. 1. Vydání, Praha: Wolters Kluwer, ČR, 2010. 340 s.
4. Food and Agriculture Organization (FAO): Annual Report on The State of Food Insecurity in the World (The SOFI Report).
5. World Bank: The World Development Report 2008: Agriculture for development.

Recommended study literature:

1. Southgate, D., Graham, H. and Tweeten, L.: The World Food Economy. 2007. Blackwell Publishing. ISBN-13:978-1-4051-0597-2 (paperback).
2. Wesley, E., Peterson, F.: A Billion Dollars a Day: The economics and Politics of Agricultural Subsidies. Wiley-Blackwell; 1 edition (April 28, 2009), 320 p., ISBN: 101405185864.
3. Food and Agriculture Organization (FAO): Annual Report on The State of Food and Agriculture.
4. International Food and Policy Research Institute: Annual Global Hunger Index Report.
5. World Trade Forum: Food Crises and the WTO, Cambridge University Press, USA, 2010.
6. United Nations Conference on Trade and Development (UNCTAD): Food Security and Agricultural Development in Times of High Commodity Prices, No. 196, 2009.
7. Ruane, J., Sonnino, A.: Agricultural biotechnologies in developing countries and their possible contribution to food security. Journal of Biotechnology 156 (2011) 356– 363.
8. Bazuin, S., Azadi, H. Witlox, F.: Application of GM crops in Sub-Saharan Africa: Lessons learned from Green Revolution. Biotechnology Advances 29 (2011) 908– 912.

BUSINESS MANAGEMENT (EREX6E)

Department of Management
Faculty of Economics and Management

Lecturer:	Richard Selby, Ph.D.
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Master
ECTS credit:	6.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	48

Objective and general description:

The course is focused on development of students skills and knowledge in the area of business management by applying various managerial concepts, methods and techniques on business level..

This module builds on the participants' basic knowledge of Management. Participants are encouraged to question the generally accepted theories, and to consider alternative solutions to management problems. Lectures are supported by appropriate practical exercises and assignments.

Lectures:

1. Development in businesses and their management
2. Business development life cycle
3. Management of business processes
4. Organization of business – principles and guidelines
5. Change in nature of work, knowledge enterprise
6. Differences in management of various business types
7. Business in international context
8. Management ethics
9. Corporate social responsibility
10. Managing Marketing and Customer Care.
11. Managing Quality Management Systems (ISO 9000/2000).
12. Managing Health and Safety.

Seminars:

1. Introduction to seminars Applied management - Case study 1.
2. Communications skills workshop.
3. Presentation of Case study 1 Applied management - Case study 2.
4. Presentation of Case study 2 Applied management - Case study 3.
5. Presentation of Case study 3 Applied management - Case study 4.
6. Presentation and defence of Case study 4 (for Zapocet).

Study literature:

1. Mullins, L.J.; Management and organisational behaviour; Pearson education, 9th edition 2010; ISBN 979-0-273-72408-7.
2. Cole G.A.; Management theory and practice; Thompson (UK), 2004; ISBN 1-84480-088-1.
3. Project Management Body of Knowledge (PMBOK) 4th edition; Project Management Institute (USA) 2008; 978-1-933890-51-7.
4. McShane, S., Von Glinow, M.A.: Organizational Behaviour. McGraw Hill Education, 2000.
5. Keuning, D.: Management, A Contemporary Approach. FT Prentice Hall, 1997.
6. Koonz, H., Wheirich, H.: Management. McGraw Hill 1976 - 11 editions.
7. Ivancevich J.M. et al.: Management Quality and Competitiveness. McGraw Hill/Irwin, 1996.

ESSENTIALS OF DIPLOMACY (EHEA8E)

Department of Humanities
Faculty of Economics and Management

Lecturer:	prof. Alain Bogé
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The course deals with all aspects of bilateral and multilateral relations, diplomatic corps, the international legal regulations and conventions, which diplomatic practice follows, to main tasks of diplomatic missions and to the ways they are fulfilled. Lectures are combined with analyses of Viennese conventions about diplomatic and consular relations and of other documents, search for information sources and work with information.

The goal of this course is to introduce the students to fundamental issues of development of bilateral and multilateral relations, to international legal regulations and conventions, which diplomatic practice follows, to main tasks of diplomatic missions and to the ways they are fulfilled.

Lectures:

1. Introduction. Fundamental concepts conventions adapting diplomatic and consular relations.
2. Ius legationis. Diplomatic relation, their establishment and interruption. Diplomatic mission and its purpose. Multiple accreditation. Special missions. Regular missions at international organizations.
3. Choice of diplomatic delegates. Categories of diplomatic delegates and diplomatic corps. The personnel of diplomatic corps .
4. Beginning and end of a diplomatic mission.
5. Rights and immunity of diplomatic missions.
6. Diplomatic correspondence.
7. Consuls and consulates.
8. Diplomatic protocol. Formalities, visiting cards, dress established by protocol.
9. Diplomatic companies and their organization.
10. Diplomatic negotiations .
11. International policy of CR and its institutions.
12. International organizations.

Seminars:

1. Viennese convention on diplomatic relations – fundamental concepts.
2. Viennese convention on diplomatic relations – articles 2,3,5,6,12,20,21,45-47.
3. Viennese convention on diplomatic relations – articles 14-19, 7-11.
4. Viennese convention on diplomatic relations – articles 4,13,43,44.
5. Viennese convention on diplomatic relations – articles 22-42.
6. Closing test.

Study literature:

1. Krejčí, O.: Mezinárodní politika. Praha 1997.
2. Mezinárodní politika (měsíčník).
3. Vídeňská konvence o diplomatických stycích.
4. Vídeňská konvence o konzulárních stycích.

COMMUNICATION AND INFORMATION RESOURCES (ETE3E)

Department of Information Technologies
Faculty of Economics and Management

Lecturer:	Ing. Tomáš Rain, Ph.D.
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The objective of this course is to provide a synthetic view of international communication and the use of modern information resources. The influence of new information technologies, particularly the Internet, is emphasized in making new Europe. Seminars take place in the computer lab. This subject provides the insights into the role and the use of ICT in communication. The objective is to explain importance and methods of using of ICT shell in process of effective communication.

Lectures:

1. Critical factors of Effective Communication.
2. Communication and Communication Models.
3. CRM systems – Shell for Communication with Customers.
4. Moderns trends in Communication.
5. E-Government.
6. ISO 690 and ISO 690/2.
7. Research Strategy.
8. Information Resources for Research.
9. Communication Technologies.
10. Net Economy.
11. Presentation SW.
12. Document Management Systems (DMS).

Seminars:

1. Opening Seminars.
2. Working with Information Resources.
3. Case Study - Effective Communication.
4. Using of Modern Communication SW.
5. Presentation of team projects.
6. Presentation of team projects.

Study literature:

1. N. Benvenuto, M. Zorzi: Principles of Communications Networks and Systems. Wiley, John & Sons, Incorporated, 2011. 810 p. ISBN-13: 9780470744314.
2. S. Vaughn: Using Information Resources Grade 2. Elsevier Science, 2004. 929 p. ISBN-13: 9781419099373.
3. R. Stair: Fundamentals of Information Systems. Cengage Learning 2013. 560 p. ISBN-13: 9781133629627.
4. R. K. Raine, H. J. Watson, B. Prince: Management Information Systems. Wiley, John & Sons, Incorporated, 2013. 672 p. ISBN-13: 9781118443590.
5. Maglio P. P., Kieliszewski Ch. A., Spohrer J. C.: Handbook of Service Science. Springer Science + Business Media 2010. ISBN 978-1-4419-1627-3.

ECONOMETRICS (EEE64E)

Department of Economics
Faculty of Economics and Management

Lecturer:	doc. Ing. Lukáš Čechura, Ph.D.
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Master
ECTS credit:	6.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	48

Objective and general description:

The subject provides an introduction into econometric modelling. Students gain knowledge about the most important elements of econometric analysis and they practice it on different examples. The subject starts with the theory about linear regression model (specification, assumptions, estimation, generalized LRM, verification of LRM) and its empirical application. Then, the multiple-equation models are introduced and empirically applied. In the empirical analysis the students practise ex-post analysis, simulation and forecasting on different economic phenomena.

The aim of subject is to give students knowledge of economic modelling which in countries with developed market mechanism is non-substitutable tool of quantitative analysis of national economy, its industries and enterprises for determination of optimal strategy of enterprise development, agri-food complex and economy. Forms of teaching are based on lectures and seminars with use of PC classrooms.

Lectures:

1. Construction of econometric models.
2. Linear Regression Model (LRM) - content, assumptions, estimation (OLS, ML).
3. Generalized Linear Regression model (GLM) - Heteroscedasticity; Autocorrelation; Multicollinearity; Testing of LRM assumptions.
4. One-equation econometric models (demand models) - Dynamisation; Dummy variables.
5. Multiple-equation models; Simultaneous models; Estimation of structural parameters.
6. One-equation and simultaneous demand (consumption) models.
7. Econometric analysis of production - production and cost function.
8. Econometric analysis of production - isoquant and isofactor function.
9. Derivation of one-equation supply models.
10. Econometric analysis of market equilibrium - partial equilibrium models; Cobweb model.
11. Complex econometric models; Financial econometric models; Sectoral econometric models - Agrifood market models.
12. Econometric forecasting.

Seminars:

1. Repeating of vector and matrix algebra. Repeating of regression and correlation analysis.
2. Construction of LRM.
3. Estimation of LRM and testing of model assumptions (verification).
4. Application of LRM; Dynamisation of econometric model.
5. Identification of EM and its transmission from the structural form into the reduced form.
6. Estimation of structural parameters - TSLM.
7. Derivation of one-equation product demand function and its economic interpretation.
8. Derivation and estimation of nonlinear consumption functions.
9. Econometric modelling of market. Simultaneous models, relation between its structural and reduced form.
10. Estimation of production and supply functions.
11. Relation between production factors and relation between production and branches.
12. Complex EM; Application of EM in forecasting.

Study literature:

1. Seddighi, H.R. et al.: Econometrics – a practical approach. Routledge, London 2000.
2. Stock J.H., Watson M.W.: Introduction to Econometrics, Prentice Hall, 2007.
3. Cipra, T.: Finanční ekonometrie, Ekopress, 2008.
4. Hušek, R.: Ekonometrická analýza, Ekopress, 1999.
5. Tvrdoň J.: Ekonometrie, ČZU Praha 2000.
6. Green, W.H.: Econometric Analysis, Printice Hall, 2003 (5th edition).
7. Gujarati, Damodar N.: Essentials of Econometrics, McGraw-Hill, Inc., USA, 1992.
8. Charemza, Wojciech W., Deadman, Derek F.: New Directions in Econometric Practice, Edward Elgar Publishing Limited, Hants, England 1993.
9. White, H.: New Perspectives in Econometric Theory, Edward Elgar Publishing Limited, Cheltenham, UK, 2004.
10. Ramanathan, R.: Introductory econometrics, The Dryden Press 1995.
11. Judge, G. and others: The Theory and Practice of Econometrics, Wiley, New York 2000.

COMMUNICATION EN FRANCAIS I (ELD09Z_1)

Department of Languages
Faculty of Economics and Management

Lecturer:	PhDr. Mgr. Milena Dvořáková, MBA
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Master
ECTS credit:	2.0
Assessment:	credit
Marking scale:	
Contact hours:	24

Objective and general description:**Lectures:**

1. Écoutez.C'est du francais.
2. A l'accueil.
3. Dans une réception.
4. Manieres de saluer.
5. Salutations et présentations.
6. Coup d'oeil sur l'Union européenne.
7. Qui sont-ils?
8. Que font-ils?
9. Une pause.
10. Maniere de juger.
11. Les stéréotypes.
12. TFI-certificat - entrainement.

Seminars:

1. Écoutez. C'est du francais. L'alphabet francais.
2. A l'accueil. Les verbes etre,avoir.
3. Dans une réception. Les verbes refléxifs.
4. Manieres de saluer. Les articles définis.
5. Salutations et présentations. Se présenter,saluer,remercier,prendre congé.
6. Coup d'oeil sur l'Union européenne. Les pays de l'Union européenne.
7. Qui sont-ils? Caractéristiques morales.
8. Que font-ils? Caractéristiques physiques.
9. Une pause. Genre et nombre des adjectifs.
10. Maniere de juger. L'intérogation.
11. Les stéréotypes. Les verbes:faire,connaitre,venir.
12. Test.

Study literature:

1. BARFÉTY,M.; BEAUJOUIN,P. Expression orale. Niveau 2. Paris: CLE International, 2005. 124 s. ISBN 978-2-09-035207-8.
2. BASSI, Claudie; CHAPSAL, Anne-Marie. Diplomatie. com. 1. vydání France: CLE International, 2005. 96 s. ISBN 978-209-033184-4.

3. BECHYŇOVÁ, Nina; DVOŘÁKOVÁ, Milena; JEŽKOVÁ, Slavomíra. Francouzské odborné texty. 1.vyd. Praha: ČZU Praha 2000. 146 s. ISBN 80-213-0604-1.

INTRODUCTION TO STUDY (EXE31Z)

Department of Economics
Faculty of Economics and Management

Lecturer:	Ing. Bohuslava Boučková, CSc.
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Master
ECTS credit:	0.0
Assessment:	
Marking scale:	
Contact hours:	8

Objective and general description:

The course is supposed to fulfil several aims:

- To supply the basic information about the CULS, FEM, Academic Senate etc
- To inform students about the system of study and the basic rules
- To inform students about the specific features of this type of study
- To give space to interesting information of the AIESEC, Foreign Relations Department and other
- To fulfil the demands of the obligatory Security Information Training

The whole course is planned for 4-5 weeks

The task is to give students mentioned information about the CULS, FEM, Academic Senate, system of study and the basic rules and to underline also the specific features of AEM BCs. program

The Security Information Training will be done in the e-form, which means that you will read the information in the Moodle and also pass the test there and it is one of the conditions of passing the whole course

AGRICULTURAL POLICY (EED06E)

Department of Economics
Faculty of Economics and Management

Lecturer:	Ing. Bohuslava Boučková, CSc.
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Master
ECTS credit:	5.0
Assessment:	written, oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

Lectures and seminars, discussion on topics lectured, topical slides and videos. The course Economic Policies offers the concise information on different types and tools of economic policies, starting from the general definition of the goals, time and space levels, actors and tools of economic policies in general. Further included are the economic policies regarding production factors, food and nutrition policies, environmental policies, regional and structural policies, trade policies, economic transformation policies and development policies. A special attention is also paid to agricultural policy (in general and the EU CAP) and public sector policies. The theoretical issues are continually applied by the students in their team presentations.

Lectures:

1. Economics of the world agriculture and so called global problems.
2. Perspectives of a world food and population problem solving.
3. Agriculture position in the world economy. Economic potential, economic power, economic level, economic.
4. Basic conditions and factors of world agriculture development.
5. Summary international comparison of level of agriculture in a worldwide scale.
6. Agricultural economics of developed market economies - production and economic regionalization.
7. Problems and perspectives of agricultural development in mature countries.
8. Agricultural economics of countries with transitive economics - production and economic characterization.
9. Agricultural economics of developing countries - regionalization.
10. Production areas, world producers of the main agricultural commodities."
11. Problems of world fishing.
12. Price conjunctural development and protectionism.

Seminars:

1. Introduction: program and demands of the course. Essay topics setting.
2. Essay drafts evaluation. Income redistribution: Possibilities in theory, impacts in practice.
3. Tradable pollution permits: practical possibilities on international level, situation in the CR.
4. Essay presentation and evaluation.

5. Essay presentation and evaluation.
6. Essay presentation and evaluation.

Study literature:

1. Vallin J.: Světové obyvatelstvo, Praha, Academia, 1992.
2. Cihelková E. et al: Světová ekonomika - regiony a integrace, Grada Publishing, Prague, 2002.
3. Svatoš, M. a kol.: Ekonomika zemědělství a světová integrace. Prague-Nitra, 1996.
4. Kuna Z.: Rozvojové země ve světové ekonomice, Credit, Prague, 2004.
5. Jeníček V, Foltýn J: Globální problémy a světová ekonomika, Praha, C.H.Beck, 2003.
6. Henrichsmeyer, W., Witzke, H.P.: Agrarpolitik, Bd. 1,2, UTB, Vlg. Ulmer Stuttgart 1991, 1994
7. FAO Production Yearbook, UN, Rome.
8. FAO Trade Yearbook, UN, Rome.
9. FAO Fishery Statistics, UN, Rome.

HUMAN RESOURCE MANAGEMENT (TBA)EREX8E

Department of Management
Faculty of Economics and Management

Lecturer:	Ing. Martina Fejfarová, Ph.D.
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The goal of the course is to deepen and expand knowledge of personnel management and personnel activities of a manager and to obtain deeper knowledge and skills in areas like recruitment, adaptation, work performance motivation and stimulation, employee performance appraisal, training, development and career management. The basic forms of teaching include lectures and seminars oriented on practicing some of the skills as well as on cultivating opinions during case studies solution. A project on selected personnel management activity in a particular organization forms both a part of the seminars and a prerequisite for to be eligible for the exam.

Lectures:

1. Conceptions and objectives of personnel management.
2. Labour market.
3. Work potential and competencies.
4. Work analysis, work conditions.
5. Recruitment and selection of employees, managing of adaptation processes.
6. Work behaviour motivation, rewarding employees, social policy.
7. Employee performance appraisal, training and development.
8. Labour mobility management, employee turnover, career management.
9. Subjects of personnel management, personnel department, personnel information system.
10. Personnel activities of managers.
11. Organisation of human resources management in organisations, occupational relations and relations with trade unions.
12. Personnel planning.

Lectures:

1. Content of the course – study requirements. Assignment of projects.
2. Paper no. 1 and 2. Case study.
3. Paper no. 3. Case study.
4. Paper no. 4. Case study.
5. Paper no. 5. Case study.
6. Paper no. 6. Case study.

Study literature:

1. ARMSTRONG, M. Armstrong's handbook of human resource management practice. 11th ed. Philadelphia : Kogan Page, 2012. ISBN 978-0749465506.
2. LUSSIER, R. N., HENDON, J. R. Human Resource Management. London : SAGE Publications, 2013. ISBN 978-1-4129-9242-8.
3. SNELL, S., BOHLANDER, G. W. Managing human resources. 16th ed. Mason, OH : Cengage, 2013. ISBN 11-115-3282-6.

WORLD ECONOMICS AND WORLD ECONOMIC INSTITUTIONS (EED07E)

Department of Economics
Faculty of Economics and Management

Lecturer:	doc. Ing. Karel Tomšík, Ph.D.
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Master
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The aim of the course is to give students knowledge about the current state of the world economy, the main contemporary tendencies and international economic relations, including their coordination. The course deals with the historical context, analyzing factors influencing development of the world economy as well as characteristics of the world economy regional centers. Attention is also paid to global institutions that drive the world economy. Teaching forms are lectures, seminars and semestral projects.

Lectures:

1. Development and Characteristics of the World Economy (development stages, characteristic of the milestones of the world economy).
2. World economy and Globalization (characteristics of globalization, sustainable development, globalization of the world economy).
3. World Economy and International Trade (International Trade and production possibilities, comparative and absolute advantage, protectionism and free trade, WTO).
4. The World Economy and International Movement of Capital (liberalization of international capital movements, forms of international capital flows, foreign direct investment).
5. Institution of the World Economy (United Nations, other global governmental and non-governmental institutions).
6. Regionalization of the World Economy (regionalization theory, international institutions and regions of the world economy).
7. Economic center of Europe (characteristics, role in the global economy, European integration project and European institutions out of the EU).
8. The EU-Single Market and the Global Economy (impact of economic integration on global position in the world economy). EU institutions (characteristics, impact of EU institutions on economic development).
9. The Main Economic Centers of the World Economy (USA, Japan, other major economies).
10. World Economy and New Industrialized Countries.
11. The Global Economy and Developing World (trends, institutions and organizations of the Third World).

12. The International Monetary System (World Bank Group, International Monetary Fund).

Lectures:

1. Benefits and risks of globalization.
2. International movement of capital, international capital allocation - current problems.
3. International Monetary Relations.
4. World trade in the 21st century.
5. World economy and developed economies.
6. World economy and developing economies.

Study literature:

1. Van den Berg, H.: International Economics. Boston: McGraw Hill/Irwin, 2003. 650 s. ISBN: 0-07-121517-4.
2. Cleaver, T.: Understanding the World Economy. Fourth Edition. New York, Routledge, 2013. 268 s. ISBN: 978-0-415-68130-3.
3. Eckers, A. E. The contemporary Global Economy. A history since 1980. Chichester: Wiley-Blackwell, 2011. 306 s. ISBN: 978-1-4051-8343-7.
4. Krugman, P. R., Obstfeld, M., Melitz, M. International Economics. 9th edition, Boston: Prentice Hall, 2011. 736 S. ISBN: 978-0-132-96164-6.
5. Pelkmans, J.: European Integration: Methods and Economic Analysis. 3rd edition, Harlow: Pearson Education, 2006. 480 s. ISBN: 978-0-273-69449-9.
6. Česká zemědělská univerzita. World Economics and its Institutions [online]. Praha: LMS Moodle. Dostupné z: <https://moodle.czu.cz/>.

ECONOMICS OF PRODUCTION AND PROCESSING OF AGRICULTURAL PRODUCTS (EED08E)**Department of Economics**
Faculty of Economics and Management

Lecturer:	Ing. Jiří Mach, Ph.D.
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

Aim of the subject is to obtain a conception of economic occasion in individual branch agricultural basic production, circulation of raw materials and processing to final consumer goods, to make students ready for their incidence not only in company within the primary industry, but also in the areas of processing agricultural raw material and the sale.

Lectures:

1. Economic terms commodities processing.
2. Economics of production, sales and processing of cereals.
3. Economics of production, sales and processing of oil plants.
4. Economics of production, sales and processing treatment of root crops.
5. Economics of biofuels production.
6. Economics of production, sales and processing of vegetables.
7. Economics of feeds production, preservation and feeding technologies.
8. Economics of production, sales and processing of milk.
9. Economics of production, sales and processing of meat I.
10. Economics of production, sales and processing of meat II.
11. Economies of production, sales and processing of poultry production.
12. Economics of production, sales and processing of the other small-volume products of animal production.

Lectures:

1. Economic categories revision; Ways of costs calculations in an agricultural branch.
2. Returns from an agricultural branch; Pricing of the cereal production.
3. Economics of oilcrops - processing of vegetable oils, production of biofuels.
4. Impacts of CAP - Quotas in sugar and milk production.
5. Sale and processing of meat.
6. Specificity of poultry and eggs production; Projects presentation and defence.

Study literature:

1. Westhoff P.: The Economics of Food. Financial Times Press, USA, 2010.
2. Schmitz A. et al.: Agricultural Policy, Agribusiness, and Rent-Seeking Behaviour. University of Toronto Press, Canada 2010.
3. Greenaway D., Morgan C.W.: The Economics of Commodity Markets. Edward Elgar Publishing Limited, USA, 1999.
4. Nissanke M., Mavrotas G.: Commodities, Governance and Economic Development under Globalization. Palgrave Macmillan, USA 2010.
5. Tvalchrelidze, A., G.: Economics of Commodities and Commodity Markets. Nova Science Publishers, Incorporated, 2010.
6. Sapsford, D., Morgan, W.: The Economics of primary commodities: models, analysis, and policy. E. Elgar, 1994.
7. Cramer, G., L., Jensen, C. W., Southgate D, D.: Agricultural Economics and Agrobusiness. John Wiley & Son, 2001.

FOREIGN POLICY AND INTERNATIONAL RELATIONS (EHEA9E)

Department of Humanities
Faculty of Economics and Management

Lecturer:	Prof. Alain Bogé
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Master
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The course deals with the main theoretical approaches to international relations and especially with the theoretical reflection of the changes in the European integration process. The course includes lectures on chosen themes with the use of electronic media, seminars and students essays. The study materials are available via LMS Moodle.

Course characterizes history of international relations, describes various theoretical approaches to them. Student are led to understanding of the role of foreign policy in present time. Basic form of teaching is constituted by lectures and seminars with student works and discussions about key issues of foreign policy and international relations.

Lectures:

1. Systems of international relations.
2. International aspects of development of national states.
3. International political regions.
4. Actual changes in international relations.
5. Realistic approach to international relations.
6. Liberal approach to international relations.
7. Scientistic approach to international relations.
8. Critical approach to international relations.
9. History of European integration.
10. Actual issues of European integration.
11. Europeanization of national political parties.
12. Regional issues in EU.

Lectures:

1. Introduction to the course – literature and the choice of topics of seminar works.
2. Theses of the seminar works.
3. Presentations of the seminar works and discussion.
4. Presentations of the seminar works and discussion.
5. Presentations of the seminar works and discussion.
6. Final evaluation.

Study literature:

1. Fiala, V.: Regionální spolupráce ve střední Evropě. Politologická revue, 1995, červen
2. Gellner, A.: Národy a nacionalismus, nakl. Josef Hříbal 1993
3. Hloušek, V.: Evropa států, Evropa regionů. In: Krajské volby 2000, Praha 2000
4. Hnízdo, B.: Mezinárodní perspektivy politických regionů. Praha 1995
5. Hobsbawm, E.: Národy a nacionalismus od roku 1780, CDK 2000
6. Kubát, M.: Východní rozšíření Evropské unie, Východiska - stav - perspektivy. Brno - Praha 2001
7. Ortega y Gasset, J.: Evropa a idea národa. Mladá fronta, Praha 1993
8. Pitrová, M.: Kraje v evropském srovnání. In.: Krajské volby 2000. Praha 2000

COMMUNICATION EN FRANCAIS I (ELD09Z_2)

Department of Languages
Faculty of Economics and Management

Lecturer:	PhDr. Mgr. Milena Dvořáková, MBA
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Master
ECTS credit:	2.0
Assessment:	credit
Marking scale:	
Contact hours:	24

Objective and general description:**Seminars:**

1. Vous venez d'arriver?
2. Des nouvelles de Bruxelles.
3. Vous êtes libre jeudi?
4. Manieres de travailler.
5. Gérer son temps.
6. Bienvenue à Bruxelles.
7. C'est de la part de qui?
8. Un forum de discussion.
9. Manieres de téléphoner.
10. Merci d'éteindre votre portable!
11. Bienvenue à Luxembourg.
12. Entraînement du TFI.

Study literature:

4. RIEHL, Laurence; SOIGNET, Michel. 1.vyd. Paris Cedex: Hachette, 2008. 192 s. ISBN 978-2-01-155449-9.
5. BARFÉTY, M.; BEAUJOUIN, P. Expression orale. Niveau 2. Paris: CLE International, 2005. 124 s. ISBN 978-2-09-035207-8.
6. BASSI, Claudie; CHAPSAL, Anne-Marie. Diplomatie. com. 1. vydání France: CLE International, 2005. 96 s. ISBN 978-209-033184-4.
7. BECHYŇOVÁ, Nina; DVOŘÁKOVÁ, Milena; JEŽKOVÁ, Slavomíra. Francouzské odborné texty. 1.vyd. Praha: ČZU Praha 2000. 146 s. ISBN 80-213-0604-1.

MSc in European Agrarian Diplomacy

Programme syllabi – Second year

INTERNATIONAL ECONOMICS (ENE42E)

Department of Economic Theories
Faculty of Economics and Management

Lecturer:	Doc. Ing. Mansoor Maitah, Ph.D. et Ph.D
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

This course introduces models of international trade and applies the theory, protectionism, balance of payments, exchange rate determination, international policy coordination and international labor and capital markets.

The goal of the subject is to explain macroeconomic theory knowledge according to magister degree. Education method is based on lectures and own study.

Lectures:

1. Subject of international economics and its main problems.
2. Theory of absolute and comparative advantage in simple model, models with more factors.
3. International equilibrium on goods markets and its impacts on income distribution. Prices and struct. of internat.trade.
4. International trade policies and their tools, role of tariffs.
5. International monetary system. Gold standard, evolut.in 1914–44, Bretton-Wood system. System of floating exchange rates.
6. Analysis of external economic realtions and their impacts on national GDP and price level in shortrun and longrun.
7. Global macroeconomic equilibrium in conditions of open economy. Internal and external equilibrium – choice dilemma.
8. Fiscal and monetary policies in systéme of fixed and floatinf exchange rates. Zones of economic instability.
9. International capital markets. Portfolio forming, risk aversion and its impacts on investment strategy choice.
- 10.Theory of world economy.Relative supply and relative demand in foreign trade.Terms of trade and effects of their changes.
- 11.Theory of world economy II. Economic growth effects in open economy (effects of export and import). Ohlin's point.
- 12.Basis, role and importace of multinational corporations. FDI and its importace for home and foreign country.

Seminars:

1. Introduction, seminar works. Basic terms of international economics.
2. Characteristic features of export, import, trade balance and payments balance.
3. International transfer of factors, labour and capital.

4. Economic policy of government in open economy.
5. Fiscal and monetary policies, rates of exchange.
6. Presentation of seminar works. Term.

Study literature:

1. MAITAH, Manssor a kol. Essentials of International Trade. 1. vydání. Praha : ČZU PEF, 2009. 130 s. ISBN 978-80-213-1859-5.
2. MAITAH, Manssor. Macroeconomics. 1. vydání. Praha : ČZU PEF, 2009. 180 s. ISBN 978-80-213-1904-2.
3. MAITAH, Manssor. Macroeconomics: Issues and Exercises. 1. vydání. Praha : ČZU PEF, 2013. 209 s. ISBN 978-80-213-2051-2.
4. KRUGMAN, P.R.; OBSTFELD, M. INTERNATIONAL ECONOMICS. NEW YORK : PEARSON INTERNATIONAL EDITION, 2006. 680 S. ISBN 0-321-31154-X.
5. DORNBUSCH, R.; FISCHER, S.; STARTZ, S. MACROECONOMICS. 11TH EDITION. NEW YORK : MCGRAW-HILL. 2010. 640 P. ISBN 978-0073375922.
6. FRANK, R.H.; BERNANKE, B.S. PRINCIPLES OF ECONOMICS. 5TH EDITION. NEW YORK : MCGRAW-HILL. 2012. 896 P. ISBN 978-0073511405.
7. VARIAN, H.R. INTERMEDIATE ECONOMICS : A MODERN APPROACH. 8TH EDITION. NEW YORK : W. W. NORTON & COMPANY. 2010. 806 P. ISBN 978-0-393-93424-3.

MARKETING MANAGEMENT (ERET1E)

Department of Economics
Faculty of Economics and Management

Lecturer:	prof. Ing. Ivana Tichá, Ph.D.
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Master
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The course's goal is to broad student's knowledge and skills necessary for marketing management. Basic methods of teaching are presentations and seminars. Seminars are conceptual and methodological foundation where students are led to accommodate practical application methods of marketing work. The output is team project on chosen topic. Successful presentation and defense of the project is prerequisite condition for pass-eligible.

Lectures:

1. Development of marketing and marketing philosophy.
2. Corporate social responsibility and green marketing.
3. Segmenting, targeting, positioning (STP)I.
4. Segmenting, targeting, positioning (STP)II.
5. Consumer behavior I.
6. Consumer behavior II.
7. Marketing research.
8. Marketing mix - Product.
9. Marketing mix - Place.
10. Marketing mix - Price.
11. Marketing mix - Promotion.
12. Brand and brand policy - tool of differentiation.

Lectures:

1. Basic information, assignment of project, team set up Content introducing, condition for pass- eligible.
2. Topic proposal, preparing of methodology.
3. Mandatory project consultation checking progress of project.
4. Voluntary individual consultation.
5. Individual work on project.
6. Presentation of project - pass-eligible.

Study literature:

1. KOTLER P.; ARMSTRONG G.; Pearson: Principles of Marketing. Pearson Prentice Hall 2006; ISBN 0-13-146918-5.
2. MOISANDER J.; VALTONEN A.:Qualitative Marketing Research a Cultural Approach.Sage Publication 2006; ISBN 10 1 4129 0380 7.
3. KINNEAR, C. Thomas, TAYLOR, R. James.: Marketing Research An Applied Approach. 4th ed. N. Y.: McGraw Hill, 1991. 880 p. ISBN 978-0-07-114418-6..
4. OTTMAN, A. Jacquelyn.: New Rules of Green Marketing. Strategies, Tools, and Inspiration for Sustainable Branding. New York: Berrett-Koehler Publishers, 2011. 252 p. ISBN 978-1-60509-866-1.
5. WYMER, W. jr.; KNOWLES,P.; GOMES R.:Nonprofit Marketing. Sage Publication 2006 ISBN 1-4129-0923-6.
6. BIRN, J. Robin,: The international Handbook of Marketing Research Techniques. Kogan Page Limited. London 2008 ISBN 978 0 7494 3865 4.
7. KOONTZ, H., WEIHRICH, H. Management. Mc GRAW HILL 1993. ISBN 0-07-35552-5.
8. MARTIN, D., SCHOUTEN, J. (2012) Sustainable Marketing. Pearson Education Limited, ISBN 10: 0-13-611707-4, ISBN 13: 978-0-13-611707-0.
9. OGILVY, David: Ogilvy on advertising. Prion London 2011 p. 219 ISBN 978-1-85375-615-3.
- 10.SCOTT,D. Meerman: The new rules of marketing and PR. Wiley New Jersey 2011 p.366 ISBN 978-1-118-02698-4.

EU INTEGRATION AND AGRICULTURE (EEED3E)**Department of Economics**

Faculty of Economics and Management

Lecturer:	Ing. Irena Benešová, Ph.D. / Derek Shepherd (GB)
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Masters
ECTS credit:	5.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	60

Objective and general description:

The aim of the course is to supply a concise insight into the development, functioning and institutions of the EU and develop the students' abilities in analyzing political decision-making and institutional organization within the processes of European integration. Special attention is paid to the EU common policies. The course will also provide students with general knowledge of the EU international relations connected with globalization and regionalization. The course is taught in co-operation with visiting lecturer from another EU country.

The aim of the course is to supply a concise insight into the development, functioning and institutions of the EU. Special attention is paid to the Common Agricultural Policy and Structural Policy of the EU. The course is taught in co-operation with visiting lectures from another EU country. Lectures are combined with seminar discussions, using ppt techniques and Internet. Students prepare individual essays to the given topics.

Lectures:

1. History and development of the EU. Individual steps.
2. Institutions of the EU.
3. The basic principles and freedoms of the Communities. Decision-making processes in the EU.
4. Theories of integration.
5. European single market.
6. European monetary union. EU budget.
7. Common trade policy. Competition policy.
8. Common agricultural policy.
9. European regional policy.
10. European social policy. Environmental policy.
11. European external relations. The EU's foreign, security, and defence policies. European development policy. EU external trade policy. The EU and the world trade.
12. EU Enlargement: processes, impacts. Neighbourhood Policy. Future of the EU.

Seminars:

1. Rules, demands, literature of the course. Setting groups and topics for essays.
2. Selection of project subject. Team discussion.
3. Current problems of the European Union.
4. Essay drafts evaluation.
5. Essay presentation and evaluation I.
6. Essay presentation and evaluation II.

Study literature:

1. Bache, I. and George, S.: Politics in the European Union. Oxford, Oxford University Press, 2006.
2. Cini, M.: European Union Politics. Oxford, Oxford University Press, 2007
3. Neal, L.: The Economics of Europe and the European Union. Cambridge, Cambridge University Press, 2007.

Core literature:

1. Artis, M., Nixon, F.: The Economics of the European Union. Oxford, Oxford University Press, 2001.
2. Bretherton, C., Vogler, J.: The European Union as a global actor. London, Routledge, 2006
3. El-Agraa, A. M.: The European Union. Harlow, Pearson Education, 2004.
4. Elgström, O., Smith, M. (eds): The European Union's Roles in International Politics: Concepts and Analysis. London, Routledge, 2006
5. Jörgensen, K.E., Pollack, M. en Rosamond, B.: Handbook on European Union Politics, London: Sage, 2007.
6. Molle, W.: The Economics of European Integration. Aldershot, Ashgate, 2001
7. Nugent, N.: The Government and Politics of the European Union. Houndmills, Basingstoke, Hampshire: Palgrave Macmillan, 2006.
8. Oskam, A. & Burell, A.: Agricultural policy and enlargement of the European Union. Wageningen Pers, 2000.
9. Pelkamns, J.: European Integration - Methods and Economic Analysis. Harlow, Pearson Education Limited, 2006.
10. Peterson, J., Shackleton, M.: The Institutions of the European Union. Oxford, Oxford University Press, 2006.
11. Sangiovanni-Eilstrup, M.: Debates on European Integration. Palgrave Macmillan, 2006.
12. Wallace, W.: Policy-Making in the European Union. Oxford, Oxford University Press, 2005.

STRATEGIC MANAGEMENT (ERET2E)

Department of Management
Faculty of Economics and Management

Lecturer:	prof. Ing. Ivana Tichá, Ph.D.
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Master
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	24

Objective and general description:

The course focuses on the development of students skills in the area of practical applications of strategic management principles. By combining various approaches the course develops students' ability to solve complex problems on the level of businesses, regions as well as on international level. The course also develops presentation skills of students, their ability to formulate their own opinions and defend these within the scope of professional discussions. The course provides for independent student work combining both individual and teamwork, it emphasises the work with information starting from collection of data through data and information processing and interpretation. The course leads students towards consistent use of strategic management principles in relation to key external factors with regard to Czech government policy and EU agricultural policy.

The aim of the course is to develop students' capabilities and skills in application of strategic management principles. It therefore focuses on close relations with real-life problems, which students are guided to find solution for. The course includes also presentations of students own findings as well as debates to share and exchange their opinions.

Lectures:

1. Business opportunities in agriculture - essay in English.
2. Review of sources of funding and support for agriculture - teamwork.
3. Review of sources of funding and support for agriculture - teamwork.
4. Model of 'grantpreneur' - a business generating maximum funds from subsidies.
5. Presentation and debates.
6. Project work - bid for European funding.
7. Project work - bid for European funding.
8. Presentation of collected data - feedback session.
9. Project work - bid for European funding.
10. Presentation of interim results - feedback session.
11. Project work - bid for European funding.
12. Presentation of project final version.

Study literature:

1. Dixit, A. K., Nalebuff, B. J.: Thinking Strategically. USA: W.W. Norton and Company, Inc., 1991.
2. Drejer, A.: Strategic Management and Core Competencies. Theory and Application. London: Quorum Books, 2002.
3. Elder, L., Paul, R.: Analytic Thinking. USA: The Foundation for Critical Thinking, 2007.
4. Friedman, G.: The Next 100 Years – A Forecast for the 21st Century. USA: Anchor Books, 2009.
5. Greene, R.: The 33 strategies of war. USA: Penguin Books, 2007.
6. Hitt, M.A., Ireland, R. D., Hoskisson, R. E.: Strategic Management: Competitiveness and Globalization, USA: South-Western College Publishing, 2011.
7. Huff, A., S., Floyd, S. W., Sherman, H. D., Terjesen, S.: Strategic Management – Logic and Action. USA: John Wiley and Sons, 2009.
8. Kachru, U.: Strategic management – Concepts and cases. New Delhi: Excel books, 2006.
9. Mintzberg, H., Quinn, J. B.: The Strategy Process: Concepts and Contexts. USA: Prentice Hall, 1992.
10. Mintzberg, H., Ahlstrand, B., Lampel, J.: Strategy safari – A guided tour through the wilds of strategic management. New York: The Free Press, 1998.
11. Niven, P.R.: Balanced Scorecard – Step by Step: Maximizing Performance and Maintaining Results. USA: John Wiley and Sons, 2006.
12. Ohmae, K.: The Mind of the Strategist – The Art of Japanese Business. USA: McGraw-Hill, Inc., 1982.
13. Ringland, G.: Scenario Planning – Managing for the Future. USA: John Wiley and Sons, 2006.
14. Rowe, Mason, Dickel, Mann, Mockler: Strategic Management, USA: Addison-Wesley Publishing Company, Inc., 1994.
15. Smil, V.: Global Catastrophes and Trends – The Next Fifty Years. USA: MIT Press, 2008.
16. Thompson, J.L.: Strategic Management, UK: Thomson Learning, 2001.
17. Thompson, J., Martin, F.: Strategic Management – Awareness and Change. London: South-Western Cengage Learning, 2005.
18. Watson, R.: Future Files – The 5 trends that will shape the next 50 years. London: Nicholas Brealey Publishing, 2008.

LEGAL REGULATION OF INTEGRATION (EJD04E)**Department of Law**

Faculty of Economics and Management

Lecturer:	Mgr. Bc. Sylva Švejdarová, PhD.
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Master
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	36

Objective and general description:

The aim of this course is to give a brief overview about the integration phenomenon and its legal framework from both International law and EU law perspectives. This inter-disciplinary course will entail historic, as well as current, international and EU issues, including critical challenges encountered by various institutions and organs. Particular attention will be focused on key legal documents, on settings and enforcement of politics, and on the participation of courts and tribunals in these processes. At the end of the course there will be a closed book written exam (a multi-choice test) and a short oral exam for which both credit and a grade will be awarded. In order to be allowed to sit for the exam, the students must successfully complete the assignment – a small research project regarding current integration issues.

Lectures:

1. Integration and integration processes – definition, historical overview, perspectives - I.
2. Integration and integration processes – definition, historical overview, perspectives - II.
3. The International law approach to integration and integration processes, completed international integration projects and processes -I.
4. The International law approach to integration and integration processes, completed international integration projects and processes -II.
5. Evolution from ESUO, EEC and EURATOM over EC and Maastricht EU to post-Lisbon EU.
6. The EU law approach to integration – critical provisions in treaties.
7. The EU institution's organs and their role with respect to integration.
8. Recent EU integration issues – Lisbon reform treaty and crisis of the EU per se and of the Eurozone?
9. Legal Regulation of Integration and intellectual property.
10. Quo vadis International and EU integration? Review and presentation of research projects regarding integration issues - I.
11. Quo vadis International and EU integration? Review and presentation of research projects regarding integration issues - II.
12. Review.

Study literature:

1. MacGregor Pelikánová, Radka. Introduction to law for business. 1st Edition. Ostrava, CZ: Key Publishing, 2012, ISBN 978-80-7418-137-5 [published in English].
2. MacGregor Pelikánová, Radka. Evropské obchodní soudnictví - European Commercial Judiciary. 2nd significantly amended and extended edition. Ostrava, CZ: Key Publishing, 2011, ISBN 978-80-7418-118-4 [published in Czech with a substantial English summary] .
3. Cini, Michelle, Borragán, Nieves Perez-Solorzano. European Union Politics. 3rd Edition. Oxford, UK: Oxford University Press, 2010. ISBN 978-0-19-954863-7.
4. Craig, Paul and de Búrca, Cráinne. EU Law: Text, Cases, and Materials, Oxford University Press, Oxford, UK, 4th edition, 2008, ISBN 978-0-19-927389-8.
5. Craig, Paul and de Búrca, Cráinne. The evolution of EU Law. 2nd Edition. Oxford, UK : Oxford University Press. 2011, ISBN 978-0-19-959296-8.
6. Horspool, Margot, M., HUMPHREYS, Matthew.: European Union Law. 6th Edition. Oxford, UK: Oxford University Press, 2010, ISBN 978-0-19-957534-3.

COMMUNICATION EN FRANCAIS II (ELD10Z)

Department of Languages
Faculty of Economics and Management

Lecturer:	PhDr. Mgr. Milena Dvořáková, MBA
Teaching period:	academic year 2017/2018 (autumn semester)
Type subject:	Master
ECTS credit:	2.0
Assessment:	credit
Marking scale:	
Contact hours:	24

Objective and general description:

This course focuses on communicative skills. Students deepen their knowledge of grammar structures and vocabulary in terms of social communication and various everyday situations at workplace and within diplomatic service in particular. They practise their communicative skills both in spoken and written form of French. Students also practise receptive skills in French.

The present course is focused on acquiring practical communication skills and experience in French, in particular with regard to everyday work situations. The course content emphasizes oral communication, presentation and negotiation skills.

Seminars:

1. Cours d'initiation au français des relations internationales.
2. Ce poste vous intéresse? Appel à candidature.
3. Les attributions. Voix passive.
4. Subjonctif présent x indicatif présent.
5. Avez-vous vos chances ? Lettre de motivation.
6. Parler de son expérience professionnel. Pronoms relatifs.
7. Tu les a convaincus? Des stratégies pour "se vendre".
8. Vous avez un nouveau poste? Différentes négations.
9. Renseignements et démarches. Constructions de verbes.
10. Voilà l'organigramme. Double pronominalisation.
11. Vous êtes déjà installé ? Pronoms "en" et "y".
12. Contrôle des connaissances.

Study literature:

1. SOIGNET, M. Objectif diplomatie 2. Le français des relations européennes et internationales. Paris : Hachette, 2011. 191p. ISBN 978-2-01-155557-1.
2. NIEDOBA, A. Test de français international. Canada : ETS Canada, 2010. 135p. ISBN 978-0-9865232-0-5.
3. BARFÉTY, M.; BEAUJOUIN, P. Expression orale. Niveau 2. Paris : CLE International, 2005. 124p. ISBN 978-2-09-035207-8.
4. MIQUEL, C.; LÉTÉ, A.-G. Vocabulaire progressif du français intermédiaire. Paris : CLE International, 2002. 190p. ISBN 209033872-5.
5. CAQUINEAU-GUNDUZ, M.-P.; DELATOUR, Y. Les exercices de grammaire B1. Paris : Hachette, 2005. 223p. ISBN 978-2-01-155433-8.

AGRIBUSINESS ECONOMICS (EED09E)

Department of Economics
Faculty of Economics and Management

Lecturer:	Ing. Jiří Mach, Ph.D.
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Master
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	27

Objective and general description:

The main aim is in understanding and learning of basic economic terms and categories connected with farm activity in agricultural sector. This aim will be ensured by theoretical explanation of mentioned problems during lectures and by solving of particular examples and projects in seminars. The course benefit from using both individual and collaborative learning through the use of individual and group work, and seeks to stimulate each student's understanding of the farm economics.

Lectures:

1. Types of farm organisation and legal regulations.
2. Farm budgeting systems – financial statements.
3. Depreciation of fixed assets.
4. Cash and the money cycle.
5. Cost calculations.
6. Pricing decisions and breakeven analysis.
7. Labour planning.
8. Production at the farm – yield analysis, optimal feed conversion.
9. Capital investments – categories, evaluation methods .
10. Financing of farm – resources planning.
11. Monitoring profit and capital – solvency, profitability, performance ratios.
12. Subsidies and taxes at the farm.

Seminars:

1. Classification of assets and liabilities. Interpreting the balance sheet; calculating annual depreciation.
2. Preparing a profit and loss account. Valuing farm stocks.
3. Monitoring cash flow.
4. Cost analysis using farm products. Gross margin planning.
5. Estimating potential production. Choosing input and output combinations.
6. Capital and investment planning; case studies defence.

Study literature:

1. Nuthall P. L.: Farm Business Management. Analysis of Farming Systems. CABI; CPI Group, Croydon, 2011, 453 p. ISBN: 978-1-84593-839-0.
2. Barnard, C. S., Nix, J. S.: Farm Planning and Control. Cambridge University Press, 1994, 600 p. ISBN: 0-521-29604-8.
3. Kay, R. D., Edwards, W. M., Duffy, P.A.: Farm management. McGraw-Hill International Edition, 6th ed., 2008. 468 p. ISBN: 978-007-125953-8.
4. Smutka, L. et al.: World Agricultural Production, Consumption and Trade Development – Selected Problems. Powerprint, Prague, 2012. 212 p. ISBN: 978-80-87415-45-0.

PROGNOSTICS AND PLANNING (ERET3E)

Department of Management
Faculty of Economics and Management

Lecturer:	doc. Ing. Zdeněk Linhart, CSc.
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Master
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	27

Objective and general description:

The objective of prognostics and planning is to learn skills of moderator of subjective prognostics methods. The personal output, this subject can bring to student, is a list of personal objectives, and growth targets, which are supported by people and organisations around. Objectives: 1. keeping deadline, prevent conflict, set objectives - acceptability of individual by group 2. value, process, implications - openness 3. roles playing, process based self and group evaluation, reality tackling by project from point of view of acceptability of proposal 4. project specifics, corresponding actions to incentives, capability to recognise enhancement.

Lectures:

1. Methodology of the business plan.
2. Cybernetic's approach to planning: Methods of prognostics and planning in relation to the environment, quality, and information.
3. Budgeting and financing to satisfy creditor, investor, owner, manager, suppliers and buyers.
4. Farm and food supply business sector specifics.
5. Strategic and marketing planning (Kotler).
6. Planning to keep the business system opened, especially in the case of supply management, multilevels.
7. Project cycle and documentation, quality assurance and management (ISO 9001).
8. Information system based planning.
9. Quality Tools, Time Management, and other actions planning.
10. Farm accountancy.
11. Regional development planning, human resource deterioration prevention by redistribution of resources principal application.
12. Planning in the network of electronic data interchange (logistic, franchising, just-in-time).

Seminars:

1. Topic selection. Rules. Management games, business plan software.
2. Literature overview: Objectives of group will be controlled in relation to individual's objectives in the project and in relation to opinions of different authors.

3. Preliminary action plan changing personal mission, role and objectives in time. Control will be done by individual consultations with other team members and teacher/instructor.
4. Individual makes plan how to gain support of the group for his / her objectives. Individual creates and makes the group growing with the new quality development and changes in responsibilities delegation.
5. Analysis managed by group: Each student select 6 from 30 SWOT items in the range of his/her responsibility. Selected items will be further analysed.
6. Test. The group select 5 from 20 offered priorities. Selected priorities will be further evaluated qualitatively, quantitatively and by PLC (product life cycle) analysis. What to develop, keep, close and how to conclude it.

Study literature:

1. Dianoux, C., Linhart, Z. (2010): The effectiveness of female nudity in advertising in three European countries. *International Marketing Review*, 2010, roč. 27, č. 5, s. 562 - 578. ISSN: 0265-1335
2. Dianoux, C., Linhart, Z. (2008): Some Issues about Print Ads in France and Czech Republic. *Business Strategies for Economies in Transition: Book of Readings on CEE Countries*. Cambridge Scholars Publishing. British Library Cataloguing in Publication Data.
3. Dianoux, C., Linhart, Z. (2008): Impact of Nudity in Advertisements: Comparison of the First Results. *Business Strategies for Economies in Transition: Book of Readings on CEE Countries*. Cambridge Scholars Publishing. British Library Cataloguing in Publica
4. Dianoux, C., Kettnerová, J., Linhart, Z. (2007): Advertising in Czech and French Magazines. *Journal of Euromarketing*. ISSN 1049-6483, Pp. 139-153
5. Dianoux, C., Kettnerová, J., Linhart, Z. (2007): Advertising in Czech and French Magazines. *Contemporary EuroMarketing: Entry and Operational Decision Making*. International Business Press. Howorth Press, Inc. ISBN 978-0-7890-3540-0. Pp. 139-153
6. DIANOUX,C. - LINHART,Z. - OGNJANOV,G. *Consumer Behavior And Marketing Strategies of Companies in the European Market*. Katowice: Katowice SSE S.A. + University of Economics Katowice, 2010. 257s. ISBN 978-837246-495-8. s. Communication Strategy and Effects
7. GUIZZARDI, G., HERRE, H., WAGNER, G. On the General Ontological Foundations of Conceptual Modelling. (<http://www.informatik.tu-cottbus.de/~gwagner,4.5.2007>)
8. HOFSTEDE, G., HOFSTEDE, G.J., MINKOV, M. *Cultures and Organizations: Software of the Mind*. 3rd Edition, McGraw-Hill USA, 2010
9. KOONTZ, H., WEIHRICH, H. *Management*. Mc GRAW HILL 1993. ISBN 0-07-35552-5
10. KOTLER, P., KELLER, K.L. (2012) *Marketing Management*. Pearson Education Limited, ISBN 13: 978-0-273-75336-0, ISBN 10: 0-273-75336-3
11. LINHART, Z.: *Marketing for Agricultural Economics and Management*, ČZU Praha 2003. ISBN 80-213-1030-8
12. LINHART, Z. (2003): *Prognostics and Planning*. Czech University of Agriculture Prague, 246 p. ISBN 80-213-1067-7
13. MARTIN, D., SCHOUTEN, J. (2012) *Sustainable Marketing*. Pearson Education Limited, ISBN 10: 0-13-611707-4, ISBN 13: 978-0-13-611707-0

WORLD TRADE IN AGRICULTURAL PRODUCTS (EED10E)

Department of Economics
Faculty of Economics and Management

Lecturer:	doc. Ing. Luboš Smutka, Ph.D.
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Master
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	27

Objective and general description:

The main ambition of this subject is to provide to students the basic overview about global trade in agricultural and foodstuff products. During the lectures information related to global trade value, volume, territorial and commodity structure are provided. The special emphasis is also place on factors influencing global and regional trade in agricultural products. Students should be able to understand differences existing between agricultural trade and merchandise trade especially in relation to global trade liberalization process (liberalization vs. protectionism). Differences between developing countries and developed countries in relation to agricultural production and trade are also discussed.

Presumptions: General economics, International trade, Agricultural policy

Lectures:

1. Position of agriculture in global economy.
2. Factors influencing global trade in agricultural products.
3. Position of agricultural trade in global merchandise trade.
4. Territorial structure of global trade in agricultural products.
5. Commodity structure of global trade in agricultural products.
6. Liberalization process of agricultural trade GATT (Uruguay Round).
7. Liberalization process of agricultural trade WTO (Doha Round) .
8. Developed countries vs. Developing countries.
9. European Union and its agricultural trade.
10. Central European countries and their agricultural trade.

Seminars:

1. Introduction into global trade liberalization process and data sources related to global trade in agricultural products.
2. European Union - the role in global trade and its position in liberalization process.
3. United states of America - the role in global trade and its position in liberalization process.
4. Developing countries (G 20+, Cairns group, G 77 etc.) - the role in global trade and their position in liberalization process.
5. Global trade in agricultural commodities territorial and commodity structure. Test and evaluation.
6. Test.

Study literature:

1. Smutka, L., Mach, J., Selby, R. et al. World agricultural production, consumption and trade development – selected problems. Praha: powerprint. 2012. ISBN: 978-80-87415-45-0.
2. WTO. International trade statistics. Geneva 2011. ISBN 978-92-870-3789-3..
3. FAO. The State of Agricultural Commodity Markets 2009. Rome, 2010. ISBN: ISBN 978-92-5-106280-7.
4. FAO. State of Food and Agriculture 2010-11. Rome, 2011. ISBN: 9789251067680.
5. Aksoy, M. A., Beghin, C. J. Agricultural trade and developing countries. World Bank, 2005. ISBN 0-8213-5863-4.
6. Reed, M. R. International Trade in Agricultural Products. Prentice Hall, 2000. ISBN-10: 0130842095.
7. Krugman, P. R., Obstfeld, M. International economics – theory and policy. Pearson International edition, 2004. ISBN: 0-321-31154-X.

REGIONAL DEVELOPMENT (ERET4E)

Department of Management
Faculty of Economics and Management

Lecturer:	Ing. Daniel Toth, Dr.
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Master
ECTS credit:	4.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	27

Objective and general description:

Management of regional development is an interdisciplinary scientific field that effectively utilizes and applies the results of economic and sociological analysis in the management of territorial development. Regional development is one of the hot topics in the European Union, at the national and regional development policies at regional level. The strategic objectives of regional development include both economic growth and sustainable social and environmental development. The area also includes examining planning and regional management and financing of regional development, regional and municipal policy.

Lectures:

1. Introduction to regional development. Terminology, theory, background, objectives and methodology subject.
2. Economic theory and regional development. Regional theory as economic science.
3. Social Sciences and Regional Development.
4. Management of social and regional development.
5. Regional development strategy. Regional development objectives, documents, financial instruments and structural funds, implementation of regional policy in the European Union.
6. Regional competitiveness and employment.
7. Regional Operational Programmes.
8. Investments in regional development.
9. European territorial cooperation.
10. Science, research and innovation in regional competitiveness.
11. Employment, unemployment and economic activity in the regions.
12. Research Methodology in regional development. Quantitative and qualitative approaches.

Lectures:

1. Region, Regional, Regional Development.
2. Theories of regional development.
3. Case Study - Competitiveness analysis of the selected region.
4. Case Study - Analysis of social development and employment in selected region.
5. Comparison of selected regions in the Czech Republic and the EU.
6. Practical Tools, solutions and proposals for regional development.

Study literature:

1. Blažek, J., Uhlíř, D.: Teorie regionálního rozvoje. Praha: Karolinum, 2002, ISBN 80-246-0384-5
2. Boháčková, I., Hrabánková, M.: Strukturální politika Evropské unie. Praha: C. H. Beck, 2009, ISBN 978-80-7400-111-6
3. Cihelková, E. a kol.: Nový regionalismus. Praha: C. H. Beck, 2007, ISBN 978-80-7179-808-8
4. Cihelková, E. a kol.: Regionalismus a multilateralismus. Praha: C. H. Beck, 2010, ISBN 978-80-7400-196-3
5. Cini, M.: European Union Politics. New York: Oxford University Press, 2007, ISBN 978-0-19-928195-4
6. Čadil, J.: Regionální ekonomie. Praha: C. H. Beck, 2010, ISBN 978-80-7400-191-8
7. El-Agraa, A. M.: The European Union. Economics and Policies. New York: Cambridge University Press, 2007, ISBN 978-0-521-87443-4
8. Jeníček, V. a kol.: Vyvážený rozvoj na globální a regionální úrovni. Praha: C. H. Beck, 2010, ISBN 978-80-7400-195-6
9. Potůček, M. a kol.: Vize rozvoje České republiky do roku 2015, Praha: Gutenberg, 2001, ISBN 80-86349-02-0
10. Slaný, A. a spol.: Ekonomické prostředí a konkurenceschopnost. Brno: CVKS, 2009, ISBN 978-80-210-5056-3
11. Toth, D.: Lisabonská strategie a Evropa 2020. Praha: Powerprint, 2010, ISBN 978-80-87415-05-4
12. Toth, D.: Management sociálního rozvoje a regionální politika zaměstnanosti. Praha: Galileo, 2012, ISBN 978-80-87192-21-0
13. Viturka, M. a kolektiv: Kvalita podnikatelského prostředí, regionální konkurenceschopnost a strategie regionálního rozvoje České republiky. Praha: Grada, 2010, ISBN 978-80-247-3638-9
14. Wallace, H., Wallace W., Pollack, M. A.: Policy-Making in the European Union. New York: Oxford University press, 2005, ISBN 978-0-19-927612-7
15. Wokoun, R. a kol.: Regionální rozvoj a jeho management v České republice. Praha: Oeconomica, 2007, ISBN 978-80-245-1301-0
16. Wokoun, R., Malinovský, J. a kol.: Regionální rozvoj, východiska regionálního rozvoje, regionální politika, teorie, strategie a programování. Praha: Linde Praha, 2008, ISBN 978-80-7201-699-0

Additional Courses

Syllabi



Additional Courses Programme Syllabi

NATURAL RESOURCE AND ENERGY ECONOMICS

203

DEVELOPMENT ECONOMICS

205

COMMODITY AND FOREIGN EXCHANGE ECONOMICS

207

NATURAL RESOURCE AND ENERGY ECONOMICS EEEF8E

Department of Economics
Faculty of Economics and Management

Lecturer:	Ing. Oldřich Výlupek, MSc, Ph.D.
Teaching period:	academic year 2017/2018 (spring semester)
Type subject:	Bachelor / Master
ECTS credit:	5.0
Assessment:	written
Marking scale:	4-point scale
Contact hours:	36

Annotation of the module

To develop an understanding of the natural resource and energy economics issues. To develop an understanding of management of natural resources at organisational level. The module introduces understanding of economic issues in the area of natural resources. The course covers lectures, reading material, and assessment of case studies. Latest development as well as business opportunities in the area of natural resources is comprised in the course. Students will be acknowledged with issue of Environmental Impact Assessment.

Learning outcomes

Knowledge

On successful completion of this module, students should be able to understand the basic principles of natural resource economics at a theoretical level as well as implementation within organisations. The module covers topics of Efficiency and Cost-Benefit Analysis, Globalization, Environmental Ethics and Population Growth and Poverty.

Skills

Students will acquire the skills to enable them to understand the compelling natural resource and environmental economic issues such as sustainable development, market failure, waste and recycling, environmental ethics, environmental degradation, biological diversity, population and economic growth and get an overview about conventional and alternative energy sources. Students should be able to use primary tools of economic analysis and expected value calculations, to understand marginal analysis, supply and demand, and consumer choice.

Competence

The module provides the student with the competencies necessary to understand value natural resources with appropriate methods, to understand environmental policy cycle, moreover to apprehend the regulation, economic and voluntary policy instruments to minimize environmental risks.

Competence - communication

The students will gain skills to communicate within the team between themselves

and between the team and the lecturer. This is the way how the students prepare and defend their projects.

Competence - opinion

This competence is an outcome of team cooperation of graduates. In teams the students are confronted with different views on solving problems which stimulates their own opinion forming.

Competence - education

Graduating from the course contributes to students self-education through understanding the conditions under which education occurs. They are also capable to use self study as a tool to increase their knowledge.

Lectures:

1. Broad overview on Natural Resource Economics. Why study natural resource economics? The origin of natural resource economics
2. Theoretical frameworks, Efficiency and Choice – utility and social welfare
3. The Allocation of Depletable and Renewable Resources
4. Natural resource and environmental economics principles and process
5. Natural resource scarcity and Economics of recycled materials
6. Ecosystem Functions & Services and Land Management Introduction
7. Biodiversity and Valuation Techniques
8. Water resource economics, Agricultural and Forestry resources
9. Paying for ecosystem services
10. Natural resources, Long-Run Growth
11. Basic demand-related concepts and ideas used in energy economics
12. Energy markets, with specific emphasis on oil, gas and coal

Seminars:

1. Monitoring the use of Natural Resources, Introduction to Environmental Impact Assessment, Screening and Scoping, Introduction to Semestral Assignment
2. Primary tools of economic analysis
3. Environmental Impact Identification and prediction, examples of used techniques
4. Environmental Impact Mitigation and Monitoring – techniques used to reduce the predicted impact
5. Guidelines for individual report and group presentation
6. Presentations of final projects

Study literature:

1. Perman, R., Ma, Y., Mcgilvray, J., Common, M. Natural Resource and Environmental Economics, 3rd dition, Prentice Hall, 2003
2. Tietenberg, T., Lewis, L. Environmental and Natural Resource Economics, 8th edition, Pearson Education, USA, 2009
3. de Groot, R., S., Wilson, M., A., Boumans, R., M., J. A typology for the classification, description and valuation of ecosystem functions, goods and services, Ecological Economics, vol. 41, 2002, pp. 393–408
4. Anderson, D., A. Environmental Economics and Natural resource management, 3rd Edition, Routledge, USA, 2010

DEVELOPMENT ECONOMICS

Department of Economics
Faculty of Economics and Management

Lecturer:	Ing. Zuzana Křístková, Ph.D.
Teaching period:	academic year 2017/2018
Type subject:	Bachelor / Master
ECTS credit:	3.0
Assessment:	written
Marking scale:	4-point scale
Contact hours:	42

Objective and general description:

With the increasing role of globalization and a rising importance of the newly industrialized developing countries in the world economic scene, the development economics deserves its attention as an important branch of economic disciplines.

Whereas the classical theories of economic growth focus on the allocation of scarce resources among their alternative uses, the discipline of the development economics has a wider scope, since it takes into account not only economic, but also social, political and institutional changes that are necessary to achieve growth of living standard, especially in case of the developing countries.

The course of the development economics intends to widen both theoretical and applied knowledge of students regarding main concepts of economic development. The objective of the course is to intuitively introduce the problems of the economic development in the global perspective and provide insights on the main development theses. One of the theses is that the economic growth does not necessarily bring the economic development. Therefore, the concept of sustainable development should be considered in reaching the economic prosperity. Furthermore, the development of any economy starts with the development of agriculture, therefore the agrarian reforms are central to reach progress in other sectors of national economy. In addition, the understanding of the international environment is necessary for comprehensive explanation of economic development. In this respect, global cooperation of public and private sector in providing development aid should be promoted.

The course is organized with weekly lectures where theoretical concepts will be explained and biweekly seminars which will connect the theory with real case studies. The final course evaluation consists of on-seminar activity and a written test covering the content of the lectures.

Lectures:

1. Introduction to the concept of development.
2. Theories of economic growth and development
3. Poverty, malnutrition and income inequality.
4. Population growth and economic development.
5. Health, education and human capital.
6. Capital Formation, Communication and Information Technology.
7. Foreign Trade and Development.
8. Agrarian Reform.
9. Sustainable development and environment.
10. Macroeconomic stability in developing countries.

Seminars:

1. Indicators measuring economic growth and development, classification of countries according the level of development.
2. Models of economic growth from the empirical point of view.
3. Demographic transition and population growth in developing countries.
4. Impact of HIV/AIDS on the economic growth.
5. Role of foreign trade in the economic growth – a panel discussion.

Study literature:

1. NAFZIGER, W. E. Economic Development, New York: Cambridge University Press, 2006. 846 s. ISBN 0-521-82966-6.
2. STIGLITZ, J.E., OCAMPO, J.A., SPIEGEL S., FFRENCH –DAVIS, R., NAYYAR, R. Stability with Growth, Macroeconomics, Liberalization and Development. New York: Oxford University Press, 2006. 339 s. ISBN 0-19-928813-5.
3. SACHS, D.J. Common Wealth, Economics for a crowded planet. The Penguin Press, New York, 2008. 386 p. ISBN 978-1-59420-127-1.
4. RAY, D. Development Economics. Princeton University Press, New Jersey, 1998. 848 p. ISBN 978-01-691-01706-8.
5. KRUGMAN P., OBSTFELD, M. International Economics Theory & Policy. New York: Daryl Fox, 2006. 680 s. ISBN 0-321-31154-X.
6. WORLD BANK Global Economic Prospects, Trade, Regionalism, and Development. World Bank: Washington DC, 2005.
7. SANTOS-PAULINO, A.: Trade Liberalisation and Economic Performance in the Dominican Republic, Velká Británie: Working Paper of Institute of Development Studies, Brighton, Sussex, 2003

COMMODITY AND FOREIGN EXCHANGE ECONOMICS

Department of Economics
Faculty of Economics and Management

Lecturer:	Ing. Petr Procházka, MSc, Ph.D.
Teaching period:	academic year 2017/2018
Type subject:	Bachelor / Master
ECTS credit:	3.0
Assessment:	written and oral
Marking scale:	4-point scale
Contact hours:	42

Objective and general description:

This course provides a general introduction for the study of foreign exchange and commodity markets from both theoretical and practical standpoint. Study of foreign exchange economics enables the students to understand the basic principles behind foreign exchange and conduct elementary analysis using both fundamental and technical analysis. During this course, students learn how to operate software using various trading platforms with online data.

Lectures:

1. Basics of foreign exchange and commodity economics
2. Economic theory of foreign exchange and commodities
3. Organization of foreign exchange and commodity market
4. Technicalities of foreign exchange and commodity markets
5. Money management techniques
6. Risk management
7. Main currency pairs
8. Rare currency pairs
9. Fundamentals of technical analysis
10. Tools of technical analysis
11. Tools of technical analysis continued
12. Basics of fundamental analysis
13. Tools of fundamental analysis
14. Tools of fundamental analysis continued

Seminars:

1. Basic principles and terminology in foreign exchange and commodity economics
2. Foreign exchange and commodity market transactions
3. Trading platforms introduction
4. Trading software functions and requirements
5. Trading main currency pairs strategies
6. Application of technical analysis
7. Application of fundamental analysis

Study literature:

1. C Jeevanandam, Foreign Exchange: Practice, Concepts, Sultan Chand & Sons, New Delhi
2. Vijayabhaskar P and Mahapatra B., Derivatives Simplified, Respose Books, Sage Publications, New Delhi

