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
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 2019/2020.

**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**

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 2019/2020.

With my best wishes,

Ing. Martin Pelikán, Ph.D.
Dean
Faculty of Economics and Management
Czech University of Life Sciences Prague

Issued: June 2019
Contacts:  www.StudyInEnglish.cz

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Programme structure
MSc in Business Administration

Programme Structure

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MSc in Business Administration

Programme Structure

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MSc in Economics and Management

Programme structure
## MSc in Economics and Management

### Programme Structure

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- **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

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- 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

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MSc in Informatics

Programme Structure

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- 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**

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## MSc in European Agrarian Diplomacy

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FSE subjects

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

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MSc in Business Administration

Programme syllabi
MSc BAN PROGRAMME SYLLABI

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MSc in Business Administration

Programme syllabi – First year
INTERNATIONAL TRADE  (EUEB4E)

Department of Trade and Finance
Faculty of Economics and Management

Lecturer: prof. Ing. Luboš Smutka, Ph.D.
Teaching period: 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. Introduction to study of subject.
3. Development of the foreign trade and external economic relationships.
4. Obligation relationships in international trade.
5. Operation of international trade.
6. Contracts and payment terms.
7. Logistics and international transport.
8. Obligation relationships in the foreign trade. The legal environment.
9. Processing forms of international trade.
10. Ethics and social aspects in foreign trading and business meetings.
11. Foreign trade of the Czech Republic.

Seminars:
1. The role of external economic relations in the country's economy.
2. Tariff and non-tariff measures.
3. Risk management and Insurance.
5. Social responsibility and ethics in international trade.
6. Presentation of projects.
Study literature:
ECONOMETRIC MODELLING  (EEE11E)

Department of Economics
Faculty of Economics and Management

Lecturer:  Prof. Ing. Lukáš Čechura, Ph.D.
Teaching period:  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 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.

Lectures:
1. Econometrics; Construction of econometric models.
2. Linear Regression Model (LRM) - content, assumptions, estimation (OLS, ML).
3. Generalized Linear Regression model (GLM) - Heteroscedasticity; Autocorrelation; Multicolinearity; 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.
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.

Study literature:
INTERNATIONAL ECONOMICS  (ENE62E)

Department of Economics
Faculty of Economics and Management

Lecturer: Oldřich Ludwig Dittrich, MPH, Ph.D.
Teaching period: 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:
The course gives students information about contemporary theories of market economy as a basis of economic thinking and decision making carried out by economic subjects. It enables students to understand both microeconomic and macroeconomic concepts fostering economic transformations.

Lectures:
1. An overview of the World Economy
2. Labor Productivity and Comparative Advantage
3. Specific Factors and Income Distribution
4. Resources and Trade
5. Standard Trade Model
6. Economies of Scale, International Location of Production
7. International Factor Movements
8. International Trade Policy
9. The Political Economy of Trade Policy
10. Controversies in Trade Policy
11. National Income Accounting and Balance of Payments

Seminars:
1. Introduction, An Overview of the World Economy.
12. Labor Productivity and Ricardian Model
13. Specific Factors and Comparative Advantage
14. Factor Proportions Theory - Heckscher Ohlin Model
15. Standard Trade Model
16. Economies of Scale, Imperfect Competition and International Trade
17. International Factor Movements
18. The Instruments of Trade Policy
19. Tariff and non-Tariff barriers to Trade (projects deadline)
20. Assignment Presentation
21. Exam
Study literature:
PUBLIC ECONOMICS  (EEE10E)

Department of Economics
Faculty of Economics and Management

Lecturer:  Ing. Irena Benešová, Ph.D.
Teaching period:  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 "Public Economics" is to introduce the basic fundation 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 interventins to the economy. The secon part focus on ficsal functions and fiscal consolidation.

Lectures:
1. Introduction to Public Economics. Welfare Economics.
2. Market Failure
5. General and partial equilibrium for public goods
8. Budgetary income and expenditures.
9. Fiscal imbalance, deficit and debt.
10. Introduction to the stabilization policy.
11. Introduction to the tax policy.
12. Redistribution of income and social policy.

Seminars:
1. Institutional structuture of public sector
2. Externality
3. Public Choice
4. Economic growth and taxes
5. Taxation and Efficiency
Study literature:
MANAGERIAL FINANCE  (EUEB5E)

Department of Trade and Finance
Faculty of Economics and Management

Lecturer: Oldřich Ludwig Dittrich, MPH, Ph.D.
Teaching period: 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 provides students with the conceptual understanding of the financial decision making in the firm operating in the market environment under different economic conditions, when the objective is shareholders wealth maximization. The purpose of the course is to introduce students into fundamentals of managerial finance, with special emphasis on financial decisions within the firm and correct understanding the financial data. The course provides students with a conceptual understanding of the financial decision making of the firm operating in the market environment under different economic conditions.

Lectures:
1. Primary goals of the firm
2. The financial management function
3. Review of financial statement
4. Evaluation of firm performance
5. Time value of money I
6. Time value of money II
7. Bond valuation
8. Common stock valuation
9. Capital budgeting I
10. Capital budgeting II
11. Risk and return
12. Concept of leverage

Seminars:
1. Primary goals of the firm and the financial management function
2. Review of financial statement and evaluation of firm performance
3. Time value of money
4. Bond valuation and common stock valuation
5. Capital budgeting
6. Risk and return and the concept of leverage
Study literature:
ICT FOR MANAGERS  (ETE6AE)

Department of Information Engineering
Faculty of Economics and Management

Lecturer: Ing. Petr Benda, Ph.D.
Teaching period: 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 aim of the course is to develop students' knowledge of new information and communication technologies and to prepare the student - future manager - to their effective use primarily in terms of their own managerial needs. The subject responds to the development of ICT and creates conditions for effective use of these technologies in related vocational subjects. When processing semester project, students solve complex practical situations of enterprises in relation to their information systems.

Lectures:
1. Introduction - the importance of information for the manager.
2. Information technology development, client / server architecture.
3. Markup languages. HTML and XML features.
6. Client-side Internet technologies.
7. Server-side Internet technologies.
8. Usability and accessibility of web sites.
10. Information Systems Architectures.
11. E-commerce - Internet Marketing.

Seminars:
1. Introductory seminar - KITLAB server, project requirements.
3. Search Engine Optimization, PageRank Review
6. Presentation and defense of projects + Credit.
Study literature:


WHOLESALE AND RETAIL TRADE  EUB6E

Department of Trade and Finance
Faculty of Economics and Management

Lecturer: prof. Ing. Luboš Smutka, Ph.D.
Teaching period: 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 main aim is to explain students knowledge about wholesale and retail trade from the global view, their targets and functions with an accent on operations in wholesale and retail trade. Graduates have the theoretical and practical knowledge in the areas of wholesale and retail trade technology and process based on the current state of scientific knowledge.

Lectures:
1. Introduction to Retail.
2. Types of Retailers.
3. Multichannel Retailing.
5. Customer Buying Behavior I.
6. Customer Buying Behavior II.
7. Retail Strategy I.
8. Retail Strategy II.
9. Retail Location.
11. Operational Management - part 2

Seminars:
2. Sourcing and Innovation.
3. Lean Start Up.
4. Inventory and Capacity.
5. Lean Supply. ICT.
6. Presentation of student's project.


**Study literature:**


BUSINESS MANAGEMENT (EREZ2E)

Department of Management
Faculty of Economics and Management

Lecturer: Richard Selby, Ph.D.
Teaching period: 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 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.

Education Plan:
1. Introduction to seminars
2. Communications skills workshop
   Applied business management - Case study 1
3. Presentation of Case Study 1
   Applied business management - Case Study 2
4. Presentation of Case Study 2
   Applied business management - Case Study 3
5. Presentation of Case Study 3
   Applied business management - Case Study 4
6. Presentation and defence of Case study 4 (for Module Credit/Zapocet)

Study literature:
2. ISO 9000/2000 Quality Management Systems
MARKETING COMMUNICATION  EREY2E

Department of Management
Faculty of Economics and Management

Lecturer: Ing. Michal Chocholoušek, Ph.D.
Teaching period: 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 course aims to introduce basic theory and instruments of marketing communication in lectures, followed by practical application of those via team project elaboration. The goal is to introduce viable instruments and models, primarily explained, then understood and applied.

Lectures:
1. Marketing Planning
2. STP Marketing
3. Positioning, Brand Concept
4. Consumer Behavior
5. Product Media
6. Advertising
7. Sales Promotion
8. Personnel Selling
9. Public Relation
10. Media Mix
11. Communication and Media Agency
12. Communication Planning

Study literature:
SYSTEMS AND ORGANIZATIONAL ENGINEERING  EIEA4E

Department of Information Technologies
Faculty of Economics and Management

Lecturer: prof. Ing. Ivan Vrana, DrSc.
Teaching period: 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: 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. The financial statements.
2. Accounting harmonization.
3. The balance sheet.
4. The Income statement by nature.
5. The Income statement by function.
6. Changes in own Inventory.
7. The cash-flow statement.
8. The components of own Equity. Earnings per share.
12. Presentation by students on the accounting system in their home country.

Seminars:
1. Classification of the balance sheet items.
2. Recording on the balance sheet items.
3. Classification of the income statement items.
4. Recording on the income statement by nature items.
5. Recording on the income statement by function items.
6. Recording and reporting of the changes in own inventory.
7. Depreciation of assets.
8. Product costing.
9. Earnings per share.
10. Accounting for securities.
11. Presentation by students on the accounting system in their home country.
12. Presentation by students on the accounting system in their home country.
**Study literature:**

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: 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:

Students will be familiar with basic principles of marketing management. The course participants should be able to use market analyses, and bring out their own results. They are supposed to be able to apply this knowledge, and be able to create a company marketing strategy, plan and campaign.

Lectures:
1. Introduction to Marketing
2. Evolution of Marketing concepts
3. External marketing environment (PESTLE Analysis, Porter´s model, ...)
4. Internal marketing environment (Marketing mix - 7P)
5. Marketing communication mix
6. Marketing segmentation, STP Process
7. Product life-cycle, Marketing research,
8. Marketing plan, Marketing ethics
9. Consumer behaviour
10. Current trends in Marketing

Seminars:
1. Introduction of projects, grouping
2. Company analysis
3. External marketing environment analysis (PESTLE Analysis, Porter´s model, ...)
4. Internal marketing environment analysis (Marketing mix - 7P)
5. Marketing communication analysis
6. STP analysis, target groups
7. Marketing campaign
8. Marketing planning and budgeting
9. Defense of Marketing team projects
10. Defense of Marketing team projects
Recommended:
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: 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 the development of students understanding and skills advancement in the area of strategic management principles. By combining various approaches the course develops students ability to solve complex problems on the level of businesses and corporations. 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 affecting business operations.

Lectures:
1. Course Introduction – What is Strategic Management?
2. Mission, Goals, Objectives
3. External Environment Analysis I.
4. External Environment Analysis II.
5. Internal Environment Analysis I.
6. Internal Environment Analysis II.
7. Strategy Formulation - Business Level
8. Strategy Formulation - Corporate Level
9. Strategy Implementation
10. Strategic Leadership
11. International Strategy
12. Closing Session - Wrap up
Seminars:
1. Introduction, Course guidelines, short exercise
2. Course Assignment - Real Life Case Study
3. Teamwork - part I
4. Tutorials
5. Team presentations - part I
6. Teamwork - part II
7. Tutorials
8. Team presentations - part II
9. Teamwork - part III
10. Tutorials
11. Team presentations - final
12. Closing session

Study literature:
4. Harvard Business Review
5. Strategic Management Journal
6. Ticha, I. Strategic Management (study text), PEF ČZU Praha, 2005
8. Tompsoon, J. L. Strategic Management. Thomson Learning, United Kingdom 2001
10. Daft, R. L. Management. Thomson Learning, Ohio USA 2004
MARKETING RESEARCH  (ERE1CE)

Department of Management
Faculty of Economics and Management

**Lecturer:** Ing. Stanislav Rojík, Ph.D.

**Teaching period:** 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:**
Students will be familiar with basic principles, algorithm and methods of an applied marketing research. The course participants should be able to use market research, and work with the results. They are supposed to be able to apply this knowledge, and be able to create a marketing research for business.

**Lectures:**
1. Introduction to Marketing research
2. The Research Process
3. Marketing Information System
4. Secondary data sources and Database Development
5. Quantitative and Qualitative Marketing Research
6. Descriptive and Exploratory Research
7. Causal Research
8. Sampling: Design in Marketing Research
9. Questionnaire Design
10. Coding and Preparing Data for Analysis and Data Analysis

**Seminars:**
1. Introduction of projects, grouping,
2. Team set up, Company marketing analysis
3. Marketing research and its role in frame of Marketing management
4. Methodology of marketing research, methods of data gathering
5. Secondary analysis of external marketing environment
6. Secondary analysis of internal marketing environment
7. Questionnaire design
8. Preparing Data for Analysis
9. Mandatory consultation
10. Defense of Marketing team projects
11. Defense of Marketing team projects
Study literature:
BUSINESS INFORMATION SYSTEMS  ETEA5E

Department of Information Technologies
Faculty of Economics and Management

Lecturer: Ing. Miloš Ulman, Ph.D.
Teaching period: 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:
This course provides an introduction to Business Information Systems focus on Business Intelligence, including the processes, methodologies, infrastructure, and current practices used to transform business data into useful information and support business decision-making. Current Business Information Systems requires fundamental knowledge in data storage and retrieval, thus this course will review logical data models for both database management systems and data warehouses. Reporting for business managers, visualization, and statistical analysis along with reporting options such as management dashboards and balanced scorecards will be covered.

Lectures:
1. Fundamental Concepts of Information Systems
2. Business Data Management
3. Introduction to Database Systems
4. Business Intelligence
5. Data Warehouse and Data Marts
7. Data Visualization and Report Design
8. Competitive Intelligence
9. Business Data Mining
10. Business Technology Trends -- Big Data, Open Data
Seminars:
1. Select a different business information system platform
2. Information System Analysis in real business organisation
3. Characteristics Of A Company - Company information
4. Characteristics Of A Company - Scope of business, Company size and Basic economic indicators
5. Information Strategy - Information Strategy goals
6. Information Strategy - Initial state (Evaluation of the state IS/ICT in company)
7. Information Strategy - Specification and plan for implementation of a new IS.
8. Description of selected information system
9. Description of selected information system
10. Presenting complete business information solution

Study literature:
INTERNATIONAL ACCOUNTING STANDARDS  EUEB8E

Department of Trade and Accounting
Faculty of Economics and Management

Lecturer:  Ing. Marta Stárová, Ph.D.
Teaching period:  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 aim of the course is to inform students about the international aspects of financial accounting and to teach them classification, measurement and reporting of items according to the International Accounting Standards IFRS as the worldwide harmonization instrument. Classes are focused on classification, measurement and recording of long-term and short-term assets by the moment of recognition, use, reporting date, and disposal, and further on measurement and recording of liabilities when incurred, used and by the reporting 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.
7. Payables, provisions and contingent liabilities.
8. Cash, receivables and financial assets.
10. Grants and government supports. Events after the end of reporting period.
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.

Study literature:
LOGISTICS  ERE1AE

Department of Management
Faculty of Economics and Management

Teaching period: 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. Represents 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. Logistics is part of the process management hodnototvorným result. They are prerequisites for designing supply chains to ensure maximum customer satisfaction, efficient logistics performance and optimize the costs of management of logistic processes.

Lectures:
1. The concept logistic. Trendy concept in logistics.
3. Commercial assortment.
4. Logistic routes of goods and realisation of trade logistic systems.
5. Purchase in logistic conception.
7. Stock function in logistic system.
8. Passive elements in logistics
9. Passive elements in logistics
10. Passive elements in logistics
11. Active elements in logistics.
12. Transportation logistics

Seminars:
1. Introductory seminar.
3. Inventory control system. Economic order quantity.
5. Controlling Logistics
Study literature:
5. SCHULTE, Ch. Logistika. Praha Victoria Publishing, 1994
STRATEGY OF INFORMATION SYSTEMS  ETEA6E

Department of Management
Faculty of Economics and Management

Lecturer: Ing. Miloš Ulman, Ph.D.
Teaching period: 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 course deals with the principles of information systems and the relationship between the global business strategy and the company's information strategy. Particular attention is paid to the relationship between information systems and the strategic layer of enterprise management, and approaches to solving problems associated with information systems designed for the strategic level of enterprise management.

Lectures:
1. Human & information, information in business practice
2. Systemic view of organizations, phenomenon of informatics
3. Strategy of organisation
4. Management system and information system
5. Interactions of business model and IS strategy
6. Examples of successful business models and information strategies
7. Technological progress versus business practices
8. Requirements for IS and business intelligence
9. Building a business strategy in line with IS development
10. Challenges and risks of current developments, IS trends

Seminar:
1. Introduction into an enterprise information system for a company
2. Sales and Distribution processes
3. Financial Accounting & Controlling processes
4. Technology advancements and innovations - case study
5. Big Data and dashboards
Study literature:
2. MORGAN, Tony. Business rules and information systems: aligning IT with business goals. Addison-Wesley Professional, 2002
EVALUATION OF ENTREPRENEURIAL ACTIVITIES EEEI5E

Department of Economics
Faculty of Economics and Management

Lecturer: Ing. Karel Malec, Ph.D.
Teaching period: 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:
Students will be familiar with main groups of stakeholders, their motivation and the analyses of financial statements. They are supposed to be able to apply this knowledge, and be able to determine the company value, strengths and weaknesses. The course participants should be able to use the discussed approaches, and analyses, and bring out their own results.

Lectures:
1. Introduction to the FSA, stakeholders, sources of information
2. Business assets, capital conversion cycle, depreciation
3. Equity and Liability, debts and interests, annuity
4. Present and Future Value, financial leverage, liquidity
5. Income statement, revenues and expenses
6. Cash flow, break-even point
7. Technical Analysis; horizontal and vertical
8. Methods of decomposition of given indicators, Du Pont Scheme
9. Business value and stocks
10. Fundamental Analysis of the company and stock market price

Seminars:
1. Searching key information and preparation for the project
2. Gathering the data, CCC calculation
3. Examples of debts and interests calculation
4. Leasing and comparison with the other alternatives of financing
5. Cost calculation formula, revenues and profit calculation
6. Cash flow; direct and indirect method, BEP calculation
7. Composed indicators of the technical analysis
8. Du Pont scheme application for selected companies
9. Stock intrinsic value
10. Project presentation and discussion
Study literature:

STRATEGIC MARKETING  ERE1EE

Department of Management
Faculty of Economics and Management

Lecturer: Ing. Stanislav Rojík Ph.D.
Teaching period: 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.
3. Assets and capital structure of the company, the results of business - financial health.
4. Analysis of internal assumptions and evaluation of entrepreneurial activity - current analysis and prediction of essential components.
5. Characteristics of the external business environment - prediction.
6. Macro level (global: global trends, EU: legislation, subsidies, regulation, locale: GDP, inflation, taxes, interest rates, technology, mobility, demographics, etc.)
7. Confrontational SWOT matrix - the basis for strategy creation.
8. Inspection day projects.
9. Market business objectives, marketing objectives, marketing strategy proposal (MM), action programs, finance + budgets.
MSc in Economics and Management

Programme syllabi
# MSc EMN Programme Syllabi

## First Year

### Autumn Semester

<table>
<thead>
<tr>
<th>Course</th>
<th>Code</th>
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<tbody>
<tr>
<td>Business Management</td>
<td>EREZ5E</td>
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<tr>
<td>Corporate Finance</td>
<td>ENE24E</td>
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<tr>
<td>Econometric Modelling</td>
<td>EEE64E</td>
</tr>
<tr>
<td>Methods of Social Research</td>
<td>EHEA2E</td>
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<td>ICT for Managers</td>
<td>ETEA8E</td>
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<tr>
<td>Introduction to Study</td>
<td>EXE31Z</td>
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### Spring Semester

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<td>Economic Policy</td>
<td>EEEB1E</td>
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<td>Human Resources Management</td>
<td>ERE25E</td>
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<td>General Economics</td>
<td>ENE61E</td>
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<td>IT for e-Business</td>
<td>ETE44E</td>
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<td>Rural Development</td>
<td>EHEA3E</td>
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<td>Accounting</td>
<td>EUE01E</td>
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<td>Decision Support Systems</td>
<td>EAE24E</td>
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<td>Environmental Economics</td>
<td>EEE68E</td>
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<tr>
<td>English for Academic Purposes Advanced</td>
<td>ELX57E</td>
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<td>English for Business Purposes</td>
<td>ELX55E</td>
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## Second Year

### Autumn Semester

<table>
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<tr>
<th>Course</th>
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<tbody>
<tr>
<td>World Economy</td>
<td>EEEA1E</td>
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<td>Marketing</td>
<td>EREB2E</td>
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<tr>
<td>EU Integration</td>
<td>EEEE1E</td>
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<td>Management Information Systems</td>
<td>EIE18E</td>
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<tr>
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### Spring Semester

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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: 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 covers the basic economic aspects of the individual sectors of agriculture and food industry, starting with the definitions and levels of sectors. The core of the course are - on the sectoral level - the individual production factors (capital, labour, land), their mobilility, quantitative and qualitative evaluation and market. Particular emphasis is placed on cost categories, economic performance indicators, economic efficiency indicators, non-production role of sectors, sustainable development and environmental impacts.

Lectures:
3. Economics of production, sales and processing of cereals.
4. Economics of production, sales and processing of oil plants.
5. Bioethanol and biodiesel production.
6. Economics of production, sales and processing of root crops.
7. Economics of production, sales and processing of vegetables and fruits. Hop growing and beer production. Economic aspects of wine production
8. Economics of feed production, preservation and feeding technologies.
9. Economics of production, sales and processing of milk.
10. Economics of production, sales and processing of meat.
11. Economics of production, sales and processing of the other small-volume products of animal husbandry.

Seminars:
1. Introduction to the course: program, demands, setting topics for the essay. Computing share of agricultural sectors in the GDP and economic performance indicators in practice.
2. Specifics of cost calculations in agribusiness.
3. Specifics of trade with agricultural commodities - cereals case study.
4. Computing of economics of processing of raw material - shares of main players in food chains - cereals case study.
5. Influences of CAP in production and processing of agricultural commodities - root crops case study.

**Study literature:**
BUSINESS MANAGEMENT (EREZ5E)

Department of Management
Faculty of Economics and Management

Lecturer: Richard Selby, Ph.D.
Teaching period: 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 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.

Education Plan:
1. Introduction to seminars
2. Communications skills workshop
   Applied business management - Case study 1
3. Presentation of Case Study 1
   Applied business management - Case Study 2
4. Presentation of Case Study 2
   Applied business management - Case Study 3
5. Presentation of Case Study 3
   Applied business management - Case Study 4
6. Presentation and defence of Case study 4 (for Module Credit/Zapocet)

Study literature:
2. ISO 9000/2000 Quality Management Systems
CORPORATE FINANCE  (ENE24E)

Department of Economics
Faculty of Economics and Management

Lecturer: Oldřich Ludwig Dittrich, MPH, Ph.D.
Teaching period: 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. Financial Statements
2. Financial Ratios
3. Time Value of Money
4. Capital Budgeting
5. Valuation
6. Financial Planning & Control
7. Financial Forecasting
8. Working Capital Management
9. Inventory Management
10. Financial Structure and Use of Leverage
11. Risk and Return.
12. Portfolio Theory

Seminars:
1. Financial Statements, Financial Ratios
2. The Time Value of Money, Capital Budgeting
3. Valuation, Financial Planning & Control
5. Inventory Management, Financial Structure and Use of Leverage
6. Risk and Return, Portfolio Theory
Study literature:
ECONOMETRIC MODELLING (EEE64E)

Department of Economics
Faculty of Economics and Management

Lecturer: Prof. Ing. Lukáš Čechura, Ph.D.
Teaching period: 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 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.

Lectures:
1. Econometrics; Construction of econometric models.
2. Linear Regression Model (LRM) - content, assumptions, estimation (OLS, ML).
3. Generalized Linear Regression model (GLM) - Heteroscedasticity; Autocorrelation; Multicolinearity; 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.
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.
Seminars:
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.
8. Derivation and estimation of nonlinear consumption functions.
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:
3. CHAREMZa, Wojciech W., Deadman, Derek F. New Directions in Econometric Practice, Edward Elgar Publishing Limited, Hants, England 1993
METHODS OF SOCIAL RESEARCH  (EHEA2E)

Department of Humanities
Faculty of Economics and Management

Lecturer:  Ing. Jiří Sálus
Teaching period:  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.
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. Questionaire construction, structure and formulation of questions.
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.
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:
ICT FOR MANAGERS  (ETEA8E)

Department of Information Technologies
Faculty of Economics and Management

Lecturers:  Ing. Petr Benda, Ph.D.
Teaching period:  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 - the importance of information for the manager.
2. Information technology development, client / server architecture.
3. Markup languages. HTML and XML features.
6. Client-side Internet technologies.
7. Server-side Internet technologies.
8. Usability and accessibility of web sites.
10. Information Systems Architectures.
11. E-commerce - Internet Marketing.

Seminars:
1. Introductory seminar - KITLAB server, project requirements.
3. Search Engine Optimization, PageRank Review
6. Presentation and defense of projects + Credit.
Study literature:
INTRODUCTION TO STUDY (EXE31Z)

Economic Faculty

Lecturer: Ing. Bohuslava Boučková, CSc.
Teaching period: Autumn + Spring semester
Type subject: Bachelors
ECTS credit: 1.0
Assessment:
Marking scale: 8
Contact hours:

Objective and general description:

Introduction to Study introduces students to the basic rules and procedures for study at the Economic Faculty. In addition, students get familiar with the environment and practices of CULS. In this subject students are introduced to the Study and Examination Regulations, safety procedures, internal rules of the faculty, information systems and the key contact persons.

Lectures:
1. To acquaint students with the environment CUA and information systems, especially LMS Moodle, where students can find all other information required for completing the course.

Study literature:
ECONOMIC POLICY  (EEEB1E)

Department of Economics
Faculty of Economics and Management

Lecturer: Ing. Irena Benešová, Ph.D.
Teaching period: 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 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. Basic types, goals, time and space levels of economic policies
2. Conceptual approach and typology of economic policy
3. Factors of production and economic policy
4. Theory and empirics of market failure
5. Fiscal and monetary policy
6. Agrarian policy
7. Food and nutrition policy
8. International political economy and globalisation
9. Trade policy. Trade liberalisation and protectionism
10. Regional and global governance
11. European integration and economic policy
12. Growth and economic development
Seminars:
1. Introduction to economic policy, tasks and demands
2. World institutions
3. Income inequality
4. Regional integration across the globe
5. Economic policy and crises
6. Public choice theory

Study literature:
HUMAN RESOURCES MANAGEMENT (ERE25E)

Department of Management
Faculty of Economics and Management

Lecturer: prof. Ing. Jan Hron, DrSc., dr. hc
Teaching period: 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:
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 to be eligible for the exam.

Lectures:
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:
4. Model business and model job position (collective task) – fieldwork – obtaining basic information, processing.
8. Individual project preparation – fieldwork.
13. Project presentation.

Study literature:
**GENERAL ECONOMICS (ENE61E)**

Department of Economic Theories  
Faculty of Economics and Management

**Lecturer:** Oldřich Ludwig Dittrich, MPH, Ph.D.  
**Teaching period:** Spring 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  
14. Optimum Currency Areas and the European Experience

**Study literature:**

IT FOR E-BUSINESS  (ETE44E)

Department of Information Technologies
Faculty of Economics and Management

Lecturer: Ing. Petr Benda, Ph.D.
Teaching period: 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:
Offer synthetic view on development of information technologies on side of manager and entreprise. Inform students with new trend of progress IT, provide better orientation in usage this technologies for e-business. The basic form of teaching are lectures, controlled seminars in computer laboratory and independent work with PC. Students create individual essays "Benefits of IT in e-business".

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

Seminars:
1. Introduction. Teh services of LAN at FEM, server KIT
2. Presentation - topics of e-business
3. Presentation - topics of e-business
4. Data mining
5. EDI - standards for data interchange
6. Presentation of essays, Project entry
Study literature:
RURAL DEVELOPMENT  (EHEA3E)

Department of Humanities
Faculty of Economics and Management

Lecturer: prof. PhDr. Michal Lošták, Ph.D.
Teaching period: 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 research

Objective and general description:
The course unit aims at understanding the role of people in rural development (for them
the development is implemented and they are involved in its implementation). The
course unit 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 about the possible solutions of
unacceptable (cumulative) rural-urban inequalities. The course unit starts from
outlining the frames of rural development form the point of view of social sciences. It
refers to the issues rural space (the countryside in the space) and the issues of the
change in the countryside, incl. its development (the countryside in time).

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
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:
ACCOUNTING (EUE01E)

Department of Trade and Finance
Faculty of Economics and Management

Lecturer: Ing. Enikő Lőrinczová, Ph.D.
Teaching period: 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.
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
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
15. Price Waterhouse Coopers website: www.pwcglobal.com
DECISION SUPPORT SYSTEMS  (EAE24E)

Department of Systems Engineering
Faculty of Economics and Management

Lecturer: doc. Ing. Ludmila Dômeová, CSc.
Teaching period: 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 synthesis of knowledge of quantitative methods and other branches, methodology and architecture of decision support systems, decision-making process analysis. Helping students understand the fundamental concepts and techniques of DSS. Besides its importance to corporate competitiveness, reasons for studying this field are: A business education is incomplete without an understanding of modern approaches to management and decision-making, because the concepts of DDS are widely used in managing of a business and all types of managers can profit from the knowledge of them.

Lectures:
1. Systems science. Paradigm of system, Modelling and Metamodelling
2. Decision-making process, structure, phases
3. Cognitive approach in Decision Support
4. Decision Support Systems History
5. Decision Support Systems Projects
6. Decision Support Systems - Types, Effectivity
7. Experts Systems and Its History, Artificial Intelligence
8. Knowledge Systems
9. Model-Driven DSS, Data and Document-Driven DSS
10. Knowledge-Driven DSS
11. Communication and Group-Driven DSS, WEB-Based DSS
12. 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. Model-Driven DSS, Data and Document-Driven DSS, Knowledge-Driven DSS
5. Communication and Group-Driven DSS, WEB-Based DSS
6. The defense of student projects.
Study literature:
ENVIRONMENTAL ECONOMICS (EEE68E)

Department of Economics
Faculty of Economics and Management

Lecturer: Ing. Petr Procházka, MSc., Ph.D.
Teaching period: 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 class introduces concepts of environment integrated into economic theory. Students acquire knowledge pertaining to successful environmental policy proposals and their analysis. Environmental economics prepares students for active research career by conducting series of case studies and quantitative modeling approach.

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. Coase theorem
8. Sustainable development
9. The Environmental policies and their main goals. Impact analysis of environmental policies and policy failure.
10. Applied policy instruments, definition and comparison of different categories of analytic tool.
11. Green taxation, the issue of direct and indirect ecological taxes implementation and its distortion effects.
12. The economics of natural resources utilization, the classification of natural resources, property rights.

Seminars:
1. Introduction to environmental economics
2. Cost benefit analysis I.
3. Cost benefit analysis II.
4. Non-market evaluation
5. Environmental policies appraisal
6. Test
Study literature:
4. Tom Tietenberg: Environmental and Natural Resources Economics, Sixth edition, 2002
ENGLISH FOR ACADEMIC PURPOSES ADVANCED  (ELX57E)

Department of Languages
Faculty of Economics and Management

Lecturer: Ing. Alan M. Westcott
Teaching period: 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 course is focused on the development of academic terminology. Graduates will have knowledge and understanding of advanced English, including the correct use of formal and informal English, phrasal verbs, collocations, punctuation, homophones, prepositions, prefixes, different types of adjectives, confusing and troublesome words, and also of oxymorons and yogiism. They will also have increased knowledge of the common as well as specialised terminology and phraseology used in English within the academic environment, with emphasis on their subject areas. Additionally the graduates will have skills in writing academic texts (essays, reports or theses).

Literature:
1. Academic Preparation Component - Writing/Grammar
2. Academic Preparation Component - Reading Comprehension
3. Academic Preparation Component - Listening/Speaking
4. Communications Component - Study Skills
5. Communications Component - Language Lab/Pronunciation
6. Interactive English
7. Referencing Resources - Referencing Pages
8. Proficiency Exercises - Academic Vocabulary
9. Essay Writing - Explanation of Functions
10. Essay Writing - Formal and Informal Sentences
11. Essay Writing - Advanced Dictionary Skills
12. Academic Presentations - Presentation Phrases

Seminar
1. Reading Comprehension
2. Listening/Speaking
3. Referencing Resources - Referencing Pages
4. Essay Writing
5. Essay Writing - Formal and Informal Sentences
6. Academic Presentations I
Study literature:


ENGLISH FOR BUSINESS PURPOSES (ELX55E)

Department of Languages
Faculty of Economics and Management

Lecturer: BA Edmond Grady
Teaching period: 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 the course is to improve English communication of the students in business environment and to improve their command of the English language. The subject is aiming at advanced students of the English language. The students will acquire specialised terminology in the area of commerce and economics, management, marketing, accounting and finance. The students will acquire the knowledge of practical use of English in business environment. Additionally, they will gain specialised phraseology for specialised contacts in written form (orders, invoices, business correspondence).

Lectures:
1. Theory of business communication and barriers to effective communication.
2. The importance of setting clear objectives and other matters connected with planning.
3. Using the correct method to communicate a given message effectively.
4. Using body language and other non vocal aids to promote the effective transmission of ideas.
5. Holding different types of meetings and discussions.
6. Handling questions in a useful and helpful manner whilst being persuasive.
7. The ability to effectively summarise meetings or a given piece of written information
8. Theoretical and Practical Report Writing
9. Planning negotiating strategies to build long lasting business relationships.
10. Negotiating in an effective manner to maximise outcomes
11. Modifying written communications for a stated purpose.
12. Successfully communicating with the market place

Seminars:
1. Analysis of Articles from ,The Economist.
5. Individual Presentations.
**Study literature:**

2. BBC News or the BBC Website (with over links to over 2 million pages including grammar help) [online]. Available at www.bbc.co.news.
3. Capious MBA Web Resources [online]. Available at www.bized.ac.uk/fme/.
4. The FT Times Newspaper or the FT website online]. Available at www.ft.com.
MSc in Economics and Management

Programme syllabi – Second year
WORLD ECONOMY (EEEA1E)

Department of Economics
Faculty of Economics and Management

Lecturer: prof. Ing. Luboš Smutka, Ph.D.
Teaching period: Autumn 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:
The aim of the course is to improve English communication of the students in business environment and to improve their command of the English language. The subject is aiming at advanced students of the English language. The students will acquire specialised terminology in the area of commerce and economics, management, marketing, accounting and finance. The students will acquire the knowledge of practical use of English in business environment. Additionally, they will gain specialised phraseology for specialised contacts in written form (orders, invoices, business correspondence).

Lectures:
1. Theory of business communication and barriers to effective communication.
2. The importance of setting clear objectives and other matters connected with planning.
3. Using the correct method to communicate a given message effectively.
4. Using body language and other non vocal aids to promote the effective transmission of ideas.
5. Holding different types of meetings and discussions.
6. Handling questions in a useful and helpful manner whilst being persuasive.
7. The ability to effectively summarise meetings or a given piece of written information
8. Theoretical and Practical Report Writing
9. Planning negotiating strategies to build long lasting business relationships.
10. Negotiating in an effective manner to maximise outcomes
11. Modifying written communications for a stated purpose.
12. Successfully communicating with the market place

Seminars:
1. Analysis of Articles from The Economist.
2. Analysis of Articles from The Financial Times.
5. Individual Presentations.
Study literature:
MARKETING (EREB2E)

Department of Economics and Management
Faculty of Economics and Management

Lecturer: prof. Ing. Jan Hron, DrSc., dr. h. c.
Teaching period: 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:
The "Marketing" course introduces the concept of consumers' needs (1994 AMA definition) to the competition offers the global market (2007 AMA definition). These principles are demonstrated on existing Web applications of public institutions and its administrative processes. Students select their project topic and defend it in examination protocol. It contains the analytical part, where turnover should be derived in targeted market segments.

Lectures:
5. Formal and informal information flows. Marketing information system.
6. Marketing research.
7. Product life cycle.
9. Marketing intermediaries - distribution channels and types of D.Ch..
11. Communication process and communication tools in marketing.
12. Using of new communicational media and interactive approach to marketing communication.
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.
6. Case study - presentation.
7. Field research.
8. Field research.
9. Field research.
10. Field research.
11. Field research.
13. Case study - presentation.

Study literature:
4. Pepperdine University: Marketing Annual Editions 96/97
EU INTEGRATION (EEEE1E)

Department of Economics
Faculty of Economics and Management

Lecturer: Ing. Irena Benešová, Ph.D.
Teaching period: 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. Theories of integration.
2. History and development of the EU.
3. Institutions of the EU. Decision-making processes in the EU.
4. The basic principles and freedoms of the Communities.
5. European single market.
10. European social policy.
11. Environmental policy.
12. European external relations. The EU’s foreign, security, and defence policies.
   European development policy.

Seminars:
1. Commonalities and differences between member states.
2. Current problems of the European Union
4. Future of the EU.
5. EU in the global market.
6. EU and other integration blocks
Study literature:
MANAGEMENT INFORMATION SYSTEMS  (EIE18E)

Department of Information Engineering
Faculty of Economics and Management

Lecturer: Ing. Josef Pavlíček, Ph.D.
Teaching period: 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 introduce students to the principles of the software analysis and design of modern information system. This subject takes deep focus at GUI development process problem. For common software products is necessary to be able defining smart user interface according to user requirements and user Mind Model. Graduate student gain deep skills at Human Interface Designing process according to ability using Ergonomics technics.

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 organizatio
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. Requirement engineering techniques. Interviewing for process model gathering and validation.
7. Concepts and relationships in model of conceptual objects. Optimalization and transformation between business process
8. Validation and optimalization of the conceptual model. Design patterns and object normal forms. Transition to the sof
10. The role of CASE and CAME tools in consulting and analysis activities. The fundamentals of metamodeling.
11. The issue of quality and maturity of ICT processes. CMM and ITIL approach.
12. Agile approach for information systems modelling and implementation.
Seminars:
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. Semestral projects presentations.

Study literature:
PSYCHOLOGY OF ORGANISATION AND BEHAVIOUR AT WORK (EPE16E)

Department of Psychology
Faculty of Economics and Management

Lecturer: Mgr. Daniel Messele Balcha
Teaching period: 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.
7. Group dynamics.
12. Training at work. Assessing needs and training design. Training transfer and evaluation.

**Seminars:**
1. Types of learning, methods of learning, ways used by human brain to process data.
2. Accessing other people and establishing rapport.
3. Group dynamics.
4. Types of interpersonal behaviour.
5. Assertiveness training.
6. Psychological contract.

**Study literature:**
2. IVANCEVITSH, J. M., MATTESON, M. T., 1990: Organizational Behavior and Management. BPI/Irwin, Boston
TRADE THEORY AND FOREIGN TRADE  (EEEE2E)

Department of Economics
Faculty of Economics and Management

Lecturer: prof. doc. Ing. Mansoor Maitah, Ph.D. et Ph.D
Teaching period: 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 globalization and integration processes. The course is given in lectures and practicals. The students also will work out individual projects.

Lectures:
1. International trade theory
2. The political economy of international trade
3. External economic relations
4. The role of foreign trade in national economy
5. Liberalization vs. protectionism - the regulation of external economic relations
6. Basic export and import operations
7. Trading terms and the content of commercial agreements
8. Commercialism
9. Regional economic integrations
10. European Union, foreign trade and Lisbon strategy
11. Global capital market, international financial regime
12. Foreign direct investment and foreign exchange market

Seminars:
1. Introduction to trade theory, relevant information sources (e-info, yearbooks, etc.)-UN, OECD, Eurostat...
2. Price development trends and structural changes in the world trade
3. Territorial and commodity structure of the world trade
4. World trade in agricultural and foodstuff products
5. Institutional structure of the world trade
6. Efficiency of export measures, development aid, crisis in developing countries
Study literature:
STATISTICAL SEMINAR (ESE23E)

Department of Statistics
Faculty of Economics and Management

Lecturer: Ing. Jiří Zmatlík, Ph.D.
Teaching period: 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.
4. The normal curve and outlier detection.
5. Robust measures of location.
6. Accuracy and inference, confidence intervals.
8. Analysis of variance.
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 modules. 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, module Base.
9. Contingency tables, module Tables.

Study literature:
CO-OPERATIVE BUSINESS  (ERE32E)

Department of Management  
Faculty of Economics and Management

Lecturer: prof. Ing. Jan Hron, DrSc., dr. h. c.  
Teaching period: 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? The variety of co-operative businesses  
2. The origins of co-operative action  
3. Co-operative principles and process  
4. Approaches to analyzing co-operatives  
5. The management dilemmas of conventional business  
6. The management dilemmas of co-operatives  
7. Financing co-operatives  
8. Managing a co-operative democracy.  
9. Directing co-operative and corporate governance.  
10. Dilemmas of openness. Dilemmas of success  
11. Community co-operatives and rural development. Co-operatives and the provision of credit  
12. 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.
7. How to develop co-operatives.

Study literature:
DIPLOMA THESIS SEMINAR  (EEEB4E)

Department of Economics
Faculty of Economics and Management

Lecturer: Ing. Bohuslava Boučková , CSc.
Teaching period: 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.
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, ungammatical English, punctuation.
8. The DT style: How to interest a reader. Tables, graphs, diagrams.
10. Medium term evaluation: How far have you got with your DT, what are the main problems to face and solve.
Seminars:
1. Introduction to the course, setting tasks, roles and time-table of presentations.

Study literature:
3. How to Write Semester and Diploma Theses. www.tik.ee.ethz.ch
ECONOMICS OF ENTERPRISES (MANAGERIAL ECONOMICS) (EEE46E)

Department of Economics
Faculty of Economics and Management

Lecturers: doc. Ing. Karel Tomšík, Ph.D.
Teaching period: 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)
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. Business Development (Description of legal forms of enterprises, practical examples).
2. Time Value of Financial Flows (calculation of present value, future value, annuities - practical examples)
3. Factors of production (assessment of production factors in an enterprise)
4. Production (Calculation of optimal relationship between factors of production and products)
5. Costing (Methods of determining BEP, gross contribution, practical examples)
6. Practical examples of full costs calculations (Using of different methods and approaches)
7. Examples of theoretical approaches to cost optimizing
8. Financing of a Business (The lease versus purchase decision - example)
9. Capital Budgeting (Methods of capital budgeting - examples)
10. Financial accounting information (Common size statement, Annual change)

**Study literature:**
4. Rosochatecká, E.: Ekonomika podniků, ČZU 2009
STRATEGIC MANAGEMENT  (EREB4E)

Department of Management
Faculty of Economics and Management

Lecturer: prof. Ing. Ivana Tichá, Ph.D.
Teaching period: 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 deals with advanced approaches of managerial economics, focused on internal business environment. Students become familiar with managerial methods needed to assess business performance and economic health. Particular parts are dedicated to financing of business enterprises, costing, managing working capital, capital budgeting and financial analysis. Practical explanations are developed in seminars. Basic teaching forms are lectures, seminars, elaborating individual projects.

Lectures:
1. Introduction, Building-up Business (Economic Terms and Concepts, Starting up a business - Location, Factors of Production, Financing, Legal Forms, Integration)
2. Capital Structure (Structure of Assets in a Business Enterprise)
5. Costing (Cost Classification, Cost Behaviour, Cost Volume Profit Analysis)
6. Cost Allocation (Traditional Costing Methods, ABC costing)
8. Investment Decision (the Nature of Investment Decision, Objectives, Capital Budgeting Techniques)
9. Financial Analysis (Theoretical Approaches, Comparative Financial Statements Analysis, Ratio Analysis)

Seminars:
1. Business Development (Description of legal forms of enterprises, practical examples).
2. Time Value of Financial Flows (calculation of present value, future value, annuities - practical examples)
3. Factors of production (assessment of production factors in an enterprise)
4. Production (Calculation of optimal relationship between factors of production and products)
5. Costing (Methods of determining BEP, gross contribution, practical examples)
6. Practical examples of full costs calculations (Using of different methods and approaches)
7. Examples of theoretical approaches to cost optimizing
8. Financing of a Business (The lease versus purchase decision - example)
9. Capital Budgeting (Methods of capital budgeting - examples)
10. Financial accounting information (Common size statement, Annual change)

Study literature:
LAW IN EU (EJE21E)

Department of Law
Faculty of Economics and Management

Lecturer: JUDr. Jana Borská, Ph.D.
Teaching period: 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. Civil liberties in Europe
2. Evolution from ESUO, EEC and EURATOM over EC and Maastricht EU to post-Lisbon EU - I.
3. Evolution from ESUO, EEC and EURATOM over EC and Maastricht EU to post-Lisbon EU - II.
4. Post-Lisbon EU legal framework - primary and secondary sources, Consolidated version of TEU, TFEU, Charter I.
5. Post-Lisbon EU legal framework - primary and secondary sources, Consolidated version of TEU, TFEU, Charter - II.
6. Post-Lisbon EU institutions and organs.
7. Classic Case law of the Court of Justice of the EU, resulting doctrines and principles.
8. Commercial Case law of the Court of Justice of the EU.
10. Recent EU issues - integration, Eurozone, crisis? - II.
11. Recent EU issues - integration, Eurozone, crisis? - III.
12. Presentation of research projects regarding EU issues - I.

Seminars:
1. Evolution from ESUO, EEC and EURATOM over EC and Maastricht EU to post-Lisbon EU.
3. Post-Lisbon EU institutions and organs.
5. CJ EU.
6. Classic Case law of the Court of Justice of the EU, resulting doctrines and principles - I.
7. Classic Case law of the Court of Justice of the EU, resulting doctrines and principles - II.
8. Commercial Case law of the Court of Justice of the EU - I.
9. Commercial Case law of the Court of Justice of the EU - II.
10. Recent EU issues - integration, Eurozone, crisis?
11. Recent EU issues - integration, Eurozone, crisis?
12. Projects presentations.

Study literature:
COMPUTER SECURITY (ETE45E)

Department of Information Technologies
Faculty of Economics and Management

Lecturer: Ing. Martin Havránek, Ph.D.
Teaching period: 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:
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.

Seminars:
1. Basic encoding and decoding, Usage of encoding
2. Protection in operating systems
3. Design of safe operating systems
4. Network and distributed systems security
   Security of network administration
5. Security of database systems
   Design of technical data protection assurance
**Study literature:**

**BUSINESS STRATEGY (ERE27E)**

Department of Management  
Faculty of Economics and Management

**Lecturer:** prof. Ing. Jan Hron, DrSc., dr. h. c.  
**Teaching period:** 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. **Principles of Strategic Business**  
   Content: Topics include: strategy in the private, public and not-for-profit sectors; the practice of strategic business, analysing the context; internal analysis; objectives and stakeholder expectations; evaluation and selection of strategies; designing structures and allocating resources.

2. **Enterprise and innovation**  
   Content: Topics include: Business innovation topology, Models of innovation management, creativity and knowledge management, R&D management, Intellectual property, Portfolio management, Open innovation and technology transfer, New product/service development process.

3. **Foundations of Business: Leadership and Strategy**  
   Content: topics include: Managerial roles and functions; the nature of leadership; understanding organisations; organisations structure, design and evolution; the dynamics of politics, power and culture in organisations; strategic analysis of industries, resources, capabilities as well as the nature and sources of competitive advantage.

4. **Strategic Management/Marketing**  
   Content: This module draws together the areas of strategic analysis, strategy formulation and implementation. Core topics include: Environmental analysis, resource analysis, business level strategy, marketing strategy development and sustaining competitive advantage; Corporate level strategies and managing the multibusiness corporation; managing organisational culture and change and the exercise of leadership, power and control.

5. **Business ethics**  
   Content: Frameworks for the analysis of business ethical decisions. Corporate social responsibility; the regulation of business; consumer rights and
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advertising; employee rights; trade secrets; industrial espionage, whistle-blowing; and the moral manager.

6. The External Environment:  
Content: understanding the global and domestic environment; Defining the Business Model; and understanding the Innovation challenge; Scenario Planning

7. Competitive Environment:  
Content: What is the competitive position? What are the resources and competencies? What is the competitive advantage?

8. Creating Strategic Value  
Content: Ensuring that the capabilities fit the strategic challenge; innovation creativity; and creating Public Value

9. Strategic Planning  
Content: applying strategic thinking to the planning process; understanding the nature and process of Strategic planning; Vision, Mission, Objectives, and Goals; understanding the difference between Strategic Planning, Business Planning and Tactical Planning

10. Business Model Innovation:  
Content: Value Propositions; and creating a strategic culture

11. Strategy Execution and Implementation:  
Content: business orientation; product/service development; setting targets; measuring performance; and embracing Innovation as a process

12. Entrepreneurship and Risk:  
Content: understanding the difference between a manager and an entrepreneur; the relationship between entrepreneurship and risk; the need for and the methods of ensuring risk management in strategic business decision making

Seminars:

1. The concept of Strategy
2. Strategic thinking and Strategic Leadership
3. Innovation and Entrepreneurship in Strategic Business
4. Creating and promoting a Strategic Planning Process
5. Creating and Sustaining a Competitive Advantage
6. Risk and Ethics
Study literature:
INTERNATIONAL FINANCE (ENE34E)

Department of Economics
Faculty of Economics and Management

Lecturer: Oldřich Ludwig Dittrich, MPH, Ph.D.
Teaching period: 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:
2. The International Monetary System
3. Foreign Exchange Market
4. International Parity Conditions
5. Exchange Rate Determination.
6. Forecasting Exchange Rates
7. Managing Foreign Exchange Exposure
8. Multinational Capital Budgeting.
9. Direct Foreign Investment.
10. Global Cost and Availability of Capital
11. Political Risk Assessment and Management
12. International Portfolio Management

Seminars:
1. Multinational Financial Management: An Overview, The International Monetary
   System
2. Foreign Exchange Market, International Parity Conditions
3. Exchange Rate Determination, Forecasting Exchange Rates
4. Managing Foreign Exchange Exposure, Multinational Capital Budgeting
5. Direct Foreign Investment, Global Cost and Availability of Capital
6. Political Risk Assessment and Management, International Portfolio Management
Study literature:
MACROECONOMIC ANALYSIS  (EEEE3E)

Department of Economics
Faculty of Economics and Management

Lecturer: prof. doc. Ing. Mansoor Maitah, Ph.D. et Ph.D
Teaching period: 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.
5. Open economics relationships modelling.
Study literature:
SOCIAL ECONOMY  (EEEE4E)

Department of Economics
Faculty of Economics and Management

Lecturer: Ing. Bohuslava Boučková , CSc.
Teaching period: 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.
5. Institutional frame of social economy. Social economy zones.
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.
5. Group projects presentations.
**Study literature:**

5. Review of Social Economy. The Journal of the Association for Social Economics. www.tandf.co.uk
MSc in Informatics

Programme syllabi

 Orci
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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: 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 models.
3. Roles, qualification, aggregation, generalisation.
4. OCL language.
5. Dynamic modeling.
8. UML methodology.
10. Application analysis.
11. Class models and an application state model.
12. System design.

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, transformation of the conceptual model
6. Type architectures.
Study literature:
3. Fowler M. UML distilled. Addison Wesley 2004
THEORETICAL FOUNDATION OF INFORMATICS (EIEB0E)

Department of Information Engineering
Faculty of Economics and Management

Lecturer:  
doc. Ing. Vojtěch Merunka, Ph.D.

Teaching period:  
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. Michal Reichert, DiS.
Teaching period: 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 purpose of this module is to provide an overview of computer and information technology (IT) law from the perspective of the European continental law and, in particular, the jurisdiction of the Czech Republic. This course will also touch upon the differences in legal regulation of the subject matter under the Anglo-American legal tradition. The explication of the Czech legal regulation is based on thorough interpretation of the Czech Copyright Act.

The ultimate aim of the module is to provide students with the basics of legal arrangements useful for their future careers in computer science and information technology fields. Students will learn about the essential legal instruments regulating their professional lives in the field and how to detect and avoid possible computer crimes.

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.
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.
10. Software and its criminal law and administrative law protection.
12. Personal data protection.
Seminar:

1. Introduction to the purposes of the module. Requirements for the credit test and examination.
2. Using legislation, basic orientation in legislation.
3. Using the Copyright Act and basic orientation therein.
4. International and EU law relating to IT and copyright.
5. Institutes of copyright and IT law.
7. Computer programs and databases. Example credit test.
8. Labour agreements.
9. Contractual aspects of IT: license agreement
10. Contractual aspects of IT: contract for work, purchase contract
11. Entrepreneurship in IT
12. Credit test

Study literature:

3. Copyright Act, No. 121/2000 Coll.
ECONOMETRICS MODELING FOR ICT (EEEB8E)

Department of Economics
Faculty of Economics and Management

Lecturer: Prof. Ing. Lukáš Čechura, Ph.D.
Teaching period: 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. Econometrics; Construction of econometric models.
2. Linear Regression Model (LRM) - content, assumptions, estimation (OLS, ML).
3. Generalized Linear Regression model (GLM) - Heteroscedasticity; Autocorrelation; Multicolinearity; 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.
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.
Seminars:
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.
8. Derivation and estimation of nonlinear consumption functions.
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:
2. CHAREMZa, Wojciech W., Deadman, Derek F. New Directions in Econometric Practice, Edward Elgar Publishing Limited, Hants, England 1993
STATISTICAL DATA ANALYSIS  (ESE34E)

Department of Statistic
Faculty of Economics and Management

Lecturer: Ing. Tomáš Hlavsa, Ph.D.
Teaching period: 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 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. Contingency table analysis
3. Enumerative data analysis
4. Ordinal data analysis
5. Basic of demography
6. Standard of living
7. Multiple regression and correlation - assumptions for application
8. Multiple regression and correlation - search for the optimum subset of explanatory variables
9. Multivariate statistical methods - principles and application
10. Principal component analysis
11. Factor analysis
12. Cluster analysis

Seminars:
1. Survey design, minimum necessary sample size assessment techniques, explorative analysis
2. Contingency table analysis
3. Enumerative data analysis. Ordinal data analysis
4. Multiple regression and correlation
5. Multivariate statistical methods - principles and application. Principal component analysis
6. Factor analysis. Cluster analysis
Study literature:
COMPUTER NETWORKS  (ETE50E)

Department of Information Technologies
Faculty of Economics and Management

Lecturer: Ing. Tomáš Vokoun
Teaching period: 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 aim of the course is to provide students with knowledge of computer networks and their interconnection, management and administration with a focus on the most used technologies and network operating systems. During the semester, students prepare and present a seminar paper on an assigned topic and develop and defend a case study of a network operating system. Exercises are held in the laboratory of computer technology.

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 paradigm, physical layer
7. Guest lecture
8. Link layer, Access control
9. Network layer, switching, routing
10. Transport layer
11. Internetworking
12. Ethernet

Seminars:
1. Entry information: program and organization of the semester, evaluation, seminar works, assembling of work teams - case study
2. Consultation and monitoring - case studies, seminar works
3. Seminar 1 - seminar works presentation
4. Seminar 2 - seminar works presentation
5. Seminar 3 - presentation case studies
6. Seminar 4 - presentation case studies, pass-eligible check
Study literature:
4. company materials (Microsoft, SuSE Linux, Novell, CISCO, IBM, Google, ...), current professional articles and Internetové resources on networking
MANAGEMENT (EREF8E)

Department of Management
Faculty of Economics and Management

Lecturer: Richard Selby, Ph.D.
Teaching period: 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. Evolution of management thinking and theories.
3. Managers and Management.
4. Hierarchies and teams.
5. Managing People: Individuals and Groups.
8. Managing Projects (1: project management theory).
9. Requirements on activities and the personality of a manager, professional ethics in managerial practice, professional
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:

OBJECT AND RELATIONAL DATABASES  (EIEB1E)

Department of Information Engineering
Faculty of Economics and Management

Lecturer: doc. Ing. Vojtěch Merunka, Ph.D.
Teaching period: 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 databases. 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  EIEA8E (NOT OPEN)

Department of Information Engineering
Faculty of Economics and Management

Lecturer: doc. RNDr. Dana Klimešová, CSc.
Teaching period: 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
10. Processing of data from many sources. Temporal analysis
11. Geographically oriented spatial information diabase
12. Tools for informed decision-making. Territory management

Study literature:
1. KLIMEŠOVÁ D. GIS Technology Courses- 2004, PEF ČZU Praha
ARTIFICIAL INTELLIGENCE (EIE31E)

Department of Information Engineering
Faculty of Economics and Management

Lecturer: doc. Ing. Arnošť Veselý, CSc.
Teaching period: 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. Evolutionary algorithms
9. Fuzzy sets
10. Fuzzy modelling
11. Approximative reasoning
12. Fuzzy systems

Seminars:
5. Fuzzy sets. Modelling of properties.
6. Fuzzy relations. Fuzzy systems.

Study literature:
STATISTICAL METHODS OF DATA MINING (ESE55E)

Department of Statistic
Faculty of Economics and Management

Lecturer: Ing. Tomáš Hlavsa, Ph.D.
Teaching period: 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:
IS SECURITY  (ETE40E)

Department of Information Technologies
Faculty of Economics and Management

Lecturer: Ing. Martin Havránek, Ph.D.
Teaching period: 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.

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. Design of safe operating systems
7. Network and distributed systems security
8. Network and distributed systems security
9. Network and distributed systems security
10. Security of network administration
11. Security of database systems
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
   Security of network administration
6. Security of database systems
   Design of technical data protection assurance

Study literature:
MSc in Informatics

Programme syllabi – Second year

 расположенное
IT PROJECT MANAGEMENT  EAEE3E

Department of Systems Engineering
Faculty of Economics and Management

Lecturer: Ing. Petra Pavlíčková, Ph.D
Teaching period: 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 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.

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. Design of safe operating systems
7. Network and distributed systems security
8. Network and distributed systems security
9. Network and distributed systems security
10. Security of network administration
11. Security of database systems
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
   Security of network administration
6. Security of database systems
   Design of technical data protection assurance

Study literature:
SYSTEMS INTEGRATION  (EIE32E)

Faculty of economics and management
Faculty of Economics and Management

**Lecturer:** Ing. Jan Tyrychtr, Ph.D.
**Teaching period:** 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:**
The main goal of the course unit is to educate the students in system integration and system science. The project includes a specification of the users requirements, the selection of the systems integrator, the current condition of IS/ICT, the analysis of the ASW, the security, web presentation, the proposed solution and complex scheduling. The study is the team work (SME model and System Integrator). The course is concluded with the defence project and with questions from the systems integration.

**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

**Seminars:**
1. Preliminary Study of the IS: Profile of the Company, Global business strategy
2. Profile of the System Integrator (Public Contract)
3. Information strategy of the Company (Tools for the analysis of the IS)
4. Catalogue end-user requests
5. Selection of ICT (HW, SW, ASW, LAN, Internet, Security)
6. Final solution of the IS (proposal, scheduling, price, service)
Study literature:
INFORMATION ENGINEERING (EIE49E)

Department of Information Engineering
Faculty of Economics and Management

Lecturer: Ing. Marek Pícka, Ph.D.
Teaching period: 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:
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 organizatio
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. Requirement engineering techniques. Interviewing for process model gathering and validation.
7. Concepts and relationships in model of conceptual objects. Optimization and transformation between business process
8. Validation and optimization of the conceptual model. Design patterns and object normal forms. Transition to the sof
10. The role of CASE and CAME tools in consulting and analysis activities. The fundamentals of metamodeling.
11. The issue of quality and maturity of ICT processes. CMM and ITIL approach.
12. Agile approach for information systems modelling and implementation.

Seminars:
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. Semestral projects presentations.

Study literature:
GRAMMAR AND LANGUAGES (I.T.) (EIEB3E)

Department of Information Engineering
Faculty of Economics and Management

Lecturer:           doc. Ing. Vojtěch Merunka, Ph.D.
Teaching period:    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
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: Ing. Petr Benda, Ph.D.
Teaching period: 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 technology 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 - architecture Client - Server.
2. Evolution of Internet, Markup Languages.
3. DHTML - Document Object Model.
5. Cascading Style Sheets - styles for documents, responsive design.
9. Accessibility of web sites.
10. AJAX technology.
11. Multimedia and Flash technology - RIA.
12. Usability of web sites.

Seminars:
1. Introduction into seminars, Markup languages.
2. HTML advanced techniques, HTML5.
3. JavaScript and CSS technologies basics.
4. Cascading Style Sheets advanced techniques, CSS3.
5. Responsive design.
6. Presentation and defense of group projects.
**Study literature:**
DECISION SUPPORT SYSTEMS (EAE24E)

Department of Systems Engineering
Faculty of Economics and Management

Lecturer: doc. RNDr. Helena Brožová, CSc.
Teaching period: 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:
The basic form 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 technology 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. To intensify knowledge of students in work with web technologies that are used for creation of web site in term of the client side, especially with DHTML. Lectures and guided exercises are supplemented by specifying of complex group projects.

Lectures:
1. Introduction into the course unit. Development of IT - architecture Client - Server.
2. Evolution of Internet, Markup Languages.
3. DHTML - Document Object Model.
5. Cascading Style Sheets - styles for documents, responsive design.
9. Accessibility of web sites.
10. AJAX technology.
11. Multimedia and Flash technology - RIA.
12. Usability of web sites.

Seminars:
1. Introduction into seminars, Markup languages.
2. HTML advanced techniques, HTML5.
3. JavaScript and CSS technologies basics.
4. Cascading Style Sheets advanced techniques, CSS3.
5. Responsive design.
6. Presentation and defense of group projects.
Study literature:
PROGNOSTIC METHODS  (EEEF9E)

Department of Economics
Faculty of Economics and Management

Lecturer:  Prof. Ing. Lukáš Čechura, Ph.D.
Teaching period:  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; Classification of prognoses.
2. Subjective prognostic methods; Objective prognostic methods; System-econometrics prognostic methods.
3. ARIMA model
4. General to specific modelling
5. Derivation of demand functions (ADL model)
6. Demand function's use for demand prognosis
7. Derivation of supply functions (ADL model)
8. Supply function's use for demand prognosis
9. Prognosis of agrifood market development (VAR and VECM model); Verification of prognostic characteristic of models
10. Derivation of prognosis from complex econometrics models
11. Simulation and enterprise prognosis
12. Prognosis of macroeconomic aggregates; Leading indicators.

Seminars:
1. Typology of prognosis and prognostic methods; Subjective prognostic methods.
2. Objective prognostic methods - trend function, ARIMA model.
3. Econometric prognostic methods - ADL model
4. Demand prognoses - VAR a VECM model
5. Supply progoses - VAR a VECM model
6. Prognoses from complex econometric models and simulation prognoses
Study literature:
6. Labys, W.C.: Modelling and Forecasting Primary Commodity Prices, Ashgate, 2006
IS QUALITY ASSESSMENT (EIE50E)

Department of Information Engineering
Faculty of Economics and Management

Lecturer: Ing. Jiří Brožek, Ph.D.
Teaching period: 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:
The main objective of the course is to teach students to critically evaluate IS and other software products offered on the market. Exact methods, based on the measurement of attributes important to the needs of the user, are preferred. Presented evaluation models are based on the principles of international, European and national standards for the area. Students will be acquainted with the theoretical principles of measurement of software product attributes and ISO/IEC software product quality model.

Lectures:
1. Introduction
2. Theory of Quality in IT industry
3. International standards for software quality
4. Measurement of System and Software Product quality I
5. Measurement of System and Software Product quality II
6. SLOC and Object oriented metrics
7. Project SQuaRE (ISO/IEC 25 000)
8. Overview of another standards in IT industry (IEEE, RFC)
9. Overview of another standards in IT industry (IEEE, RFC)
10. Pass-eligible

Seminars:
1. Introduction
2. How is functioning international standardization process in IT industry
3. Creation of project teams and discussion around sw. quality
4. Example of sw. quality measurement - QME
5. Discussion around standards for sw. quality and another IT standards.
6. Presentation of projects
Study literature:
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: Ing. Václav Lohr, Ph.D.
Teaching period: 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:
To intensify knowledge of students in work with web technologies that are used for creation of web site in term of the server side, especially with HTTP, PHP and MySQL. Lectures and guided exercises are supplemented by specifying of complex group projects. 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 - PHP examples
4. Creation of projects - consultation
5. MySQL - examples
6. Presentation of student’s project + Assignment
Study literature:
IT FOR E-BUSINESS (ETE24E)

Department of Information Technologies
Faculty of Economics and Management

Lecturer: Ing. Petr Benda, Ph.D.
Teaching period: 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:
LOGISTIC SYSTEMS (EAE45E) - NOT OPEN

Department of Systems Engineering
Faculty of Economics and Management

Lecturer: doc. Ing. Tomáš Šubrt, Ph.D.
Teaching period: 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 transhipment 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 designe calculations
7. Inventory logistics models

Study literature:
MSc in European Agrarian Diplomacy

Programme syllabi
## MSc EAD PROGRAMME SYLLABI

### FIRST YEAR

#### AUTUMN SEMESTER

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<td>World Economy and Agriculture</td>
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<td>Human Resource Management</td>
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<td>Economics of Production and Processing of Agricultural Products</td>
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<td>Foreign policy and international relations</td>
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<tr>
<td>Communication en Francais I</td>
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### FIRST YEAR

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<td>Marketing Management</td>
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<td>EU Integration and Agriculture</td>
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<tr>
<td>Agrobusiness Economics</td>
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<td>Regional development</td>
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MSc in European Agrarian Diplomacy

Programme syllabi – First year
WORLD ECONOMY AND AGRICULTURE  (EEEF1E)

Department of Economics
Faculty of Economics and Management

Lecturer: prof. Ing. Luboš Smutka, Ph.D.
Teaching period: 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.
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?
Study literature:

Recommended study literature:
BUSINESS MANAGEMENT (EREX6E)

Department of Management
Faculty of Economics and Management

Lecturer: Richard Selby, Ph.D.
Teaching period: 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 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.

Education Plan:
1. Introduction to seminars
2. Communications skills workshop
   Applied business management - Case study 1
3. Presentation of Case Study 1
   Applied business management - Case Study 2
4. Presentation of Case Study 2
   Applied business management - Case Study 3
5. Presentation of Case Study 3
   Applied business management - Case Study 4
6. Presentation and defence of Case study 4 (for Module Credit/Zapocet)

Study literature:
ESSENTIALS OF DIPLOMACY (EHEA8E)

Department of Humanities
Faculty of Economics and Management

Lecturer: PhDr. Blanka Wurst-Hašová, PhD.
Teaching period: 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.

Lectures:
1. Introduction. Fundamental concepts conventions adapting diplomatic and consular relations.
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.
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:
2. Mezinárodní politika (měsíčník).
3. Vídeňská konvence o diplomatických stycích.
4. Vídeňská konvence o konzulárních stycích.
COMMUNICATION AND INFORMATION RESOURCES  (ETEA3E)

Department of Information Technologies
Faculty of Economics and Management

Lecturer: Ing. Miloš Ulman, Ph.D.
Teaching period: 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:
3. CRM systems – Shell for Communication with Customers.
5. E-Government.
6. ISO 690 and ISO 690/2.
8. Information Resources for Research.
10.Net Economy.
11.Presentation SW.

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:
ECONOMETRICS (EEE64E)

Department of Economics
Faculty of Economics and Management

Lecturer: Prof. Ing. Lukáš Čechura, Ph.D.
Teaching period: 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. Econometrics, Construction of econometric models.
2. Linear Regression Model (LRM) - content, assumptions, estimation (OLS, ML).
3. Generalized Linear Regression model (GLM) - Heteroscedasticity; Autocorrelation; Multicolinearity; 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.
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.
**Seminars:**
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.
8. Derivation and estimation of nonlinear consumption functions.
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:**
COMMUNICATION EN FRANCAIS I (ELD09Z_1)

Department of Languages
Faculty of Economics and Management

Lecturer: PhDr. Mgr. Milena Dvořáková, MBA
Teaching period: Autumn semester
Type subject: Master
ECTS credit: 2.0
Assessment: credit
Marking scale: 
Contact hours: 24

Objective and general description:
The course unit is a multilevel language module designed to provide an experience for students aiming at improving their listening, speaking, reading, writing, and comprehension skills in French. The objective of this course is to bring the students' French skills to be fluent in international diplomatic world. Therefore articles from current French language newspapers and periodicals dealing with EU are used as the basis for further development of language skills including. The nature of the course is practical. The students also use language laboratory and TV documents in French to train their language skills.

Lectures:
1. Listen. It is French.
2. At the reception I.
3. At the reception II.
5. Greetings and introduction.
6. A quick look at the European Union
7. Who are they?
8. What are they?
10. Making judgements.
11. Stéréotypes.

Seminars:
1. Listen. It is French.
   French alphabet.
2. At the reception.
   Verbs être, avoir.
3. At the reception.
   Reflexive verbs.
   Definite articles.
5. Greetings and introduction.
   Introducing oneself, saying hello, expressing thanks, saying goodbye.
6. A quick look at the European Union. EU countries.
7. Who are they? Describing personality.
8. What are they? Describing physical appearance.
12. Credit test.

Study literature:
INTRODUCTION TO STUDY (EXE31Z)

Faculty of Economics and Management

Lecturer: Ing. Bohuslava Boučková, CSc.
Teaching period: Autumn semester
Type subject: Bachelors
ECTS credit: 1.0
Assessment: 
Marking scale:
Contact hours: 8

Objective and general description:

Introduction to Study introduces students to the basic rules and procedures for study at the Economic Faculty. In addition, students get familiar with the environment and practices of CULS. In this subject students are introduced to the Study and Examination Regulations, safety procedures, internal rules of the faculty, information systems and the key contact persons.

Lectures:
1. To acquaint students with the environment CUA and information systems, especially LMS Moodle, where students can find all other information required for completing the course.

Study literature:
AGRICULTURAL POLICY (EED06E)

Department of Economics
Faculty of Economics and Management

Lecturer: Ing. Bohuslava Boučková, CSc.
Teaching period: Spring semester
Type subject: Master
ECTS credit: 5.0
Assessment: written, oral
Marking scale: 4-point scale
Contact hours: 36

Objective and general description:
Introduction into the basic types of economic policies. Included are: policies regarding production factors, trade policies, environmental policies, regional and structural policies including agrarian policy, food and nutrition policy and environmental policies. The EU CAP is underlined regarding the specialisation of the study program. A short insight into the development policies and economic transformation policies is included (using the Czech Republic as an example). Tackled is also the topic of social agriculture and the countra-balances to globalisation in the rural space (cooperatives, Fair Trade, LETS). Lectures are combined with seminar discussions, using .ppt techniques and Internet, economic games, team case study preparation and presentation.

Lectures:
1. Basic types, goals, time and space levels of economic policies
2. Economic policies with regard to production factors in general. Factor mobility theory
3. Economic policies with regard to production factor capital
4. Economic policies with regard to production factor labour. Income redistribution and its tools
5. Economic policies with regard to production factor land. Agricultural land protection
6. Market regulation tools. Competitiveness, its forms and measuring
7. Trade policies. Trade liberalisation and protectionism
8. Agrarian policy. EU Common Agricultural Policy
9. Food and nutrition policy. Food consumption measuring
10. Growth and economic development policies
11. Economic transformation policies and tools: In general, Czech example
12. Economic and social policies regarding gender and family: gender mainstreaming, gender budgeting, equal opportunities
Seminars:
1. Rules, demands, literature of the course. Setting groups and topics for essays
2. Essay drafts evaluation. Income re-distribution: 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 I.
7. Essay presentation and evaluation
8. Essay presentation and evaluation
9. Essay presentation and evaluation
10. Essay presentation and evaluation
11. Essay presentation and evaluation
12. Essay presentation and evaluation

Study literature:
HUMAN RESOURCE MANAGEMENT  (ERE8E)

Department of Management
Faculty of Economics and Management

Lecturer: Ing. Martina Fejfarová, Ph.D.
Teaching period: 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.

Education Plan:
1. Introduction to seminars
2. Communications skills workshop
   Applied business management - Case study 1
3. Presentation of Case Study 1
   Applied business management - Case Study 2
4. Presentation of Case Study 2
   Applied business management - Case Study 3
5. Presentation of Case Study 3
   Applied business management - Case Study 4
6. Presentation and defence of Case study 4 (for Module Credit/Zapocet)

Study literature:
WORLD ECONOMICS AND WORLD ECONOMIC INSTITUTIONS  
(EED07E)

Department of Economics  
Faculty of Economics and Management

Lecturer: doc. Ing. Karel Tomšík, Ph.D.  
Teaching period: 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:  
2. World economy and Globalization (characteristics of globalization, sustainable development, globalization of the world economy).  
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:**
2. International movement of capital, international capital allocation - current problems.
3. International Monetary Relations.
5. World economy and developed economies.
6. World economy and developing economies.

**Study literature:**
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: 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.
5. Sale and processing of meat.
6. Specificity of poultry and eggs production; Projects presentation and defence.

Study literature:
FOREIGN POLICY AND INTERNATIONAL RELATIONS (EHEA9E)

Department of Humanities
Faculty of Economics and Management

Lecturer: PhDr. Blanka Wurst-Hašová, PhD.
Teaching period: 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:**
COMMUNICATION EN FRANÇAIS I (ELD09Z_2)

Department of Languages
Faculty of Economics and Management

Lecturer: PhDr. Mgr. Milena Dvořáková, MBA
Teaching period: Spring semester
Type subject: Master
ECTS credit: 2.0
Assessment: credit
Marking scale: 
Contact hours: 24

Objective and general description:
The course unit is a multilevel language module designed to provide an experience for students aiming at improving their listening, speaking, reading, writing, and comprehension skills in French. The objective of this course is to bring the students' French skills to be fluent in international diplomatic world. Therefore articles from current French language newspapers and periodicals dealing with EU are used as the basis for further development of language skills including. The nature of the course is practical. The students also use language laboratory and TV documents in French to train their language skills.

Seminars:
1. Have you just arrived?
3. Are you free on Thursday?
4. Work habits.
5. Time management.
7. Can I ask who is calling, please?
8. Discussion groups.
10. Thank you for switching off your mobile!
11. Welcome to Luxembourg.
12. Getting ready for TFI.

Study literature:
MSc in European Agrarian Diplomacy

Programme syllabi – Second year
INTERNATIONAL ECONOMICS (ENE66E)

Department of Economic Theories
Faculty of Economics and Management

Lecturer: prof. doc. Ing. Mansoor Maitah, Ph.D. et Ph.D
Teaching period: 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.
6. Analysis of external economic realtions and thein impacts on national GDP and price level in shortrun and longrun.
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.
5. Fiscal and monetary policies, rates of exchange.
6. Presentation of seminar works. Term.

**Study literature:**
MARKETING MANAGEMENT (ERET1E)

Department of Economics
Faculty of Economics and Management

Lecturer: prof. Ing. Ivana Tichá, Ph.D.
Teaching period: 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 broaden 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.

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. Prezentation of project - pass-eligible.
Study literature:

EU INTEGRATION AND AGRICULTURE  (EEED3E)

Department of Economics
Faculty of Economics and Management

Lecturer: Ing. Irena Benešová, Ph.D
Teaching period: 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 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 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.
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.
Seminars:
1. Rules, demands, literature of the course. Setting groups and topics for essays.
2. Selection of project subject. Team discussion.
4. Essay drafts evaluation.
5. Essay presentation and evaluation I.
6. Essay presentation and evaluation II.

Study literature:

Core literature:
STRAategic MAnagement  (ERET2E)

Department of Management
Faculty of Economics and Management

Lecturer: prof. Ing. Ivana Tichá, Ph.D.
Teaching period: 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

Education plan:
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 ‘grantepreneur’ - 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. Project work - bid for European funding
13. Presentation of project final version
14. Closing session
Study literature:
LEGAL REGULATION OF INTEGRATION  (EJD04E)

Department of Law
Faculty of Economics and Management

Lecturer: Mgr. Sabina Falteisková
Teaching period: 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 purpose of this subject is to introduce to the students the legal aspects of European integration and the legislative workings of European international and supranational organizations. This subject deals with the history of European integration and the current developments of integration and possible disintegration, with a focus on the legal side of the issue.

Lectures:
1. introduction
2. EU history and development.
3. Sources of EU law.
4. EU institutions.
5. Organizations in Europe (other than the EU)
6. EU policies.
7. European case-law
8. European intellectual property law
9. Current issues in the EU.
10. Possible future of the EU I – Turkey.
11. Possible future of the EU II – “Brexit”.
12. Review.

Seminars:
1. introduction
2. History
3. Legislation
4. Institutions
5. International organizations
6. Policies
7. Case-law
8. Intellectual property
9. Refugee and asylum law
10. Turkey and the EU
11. Brexit
12. Review
Study literature:
COMMUNICATION EN FRANÇAIS II (ELD10Z)

Department of Languages
Faculty of Economics and Management

Lecturer: PhDr. Mgr. Milena Dvořáková, MBA
Teaching period: 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. Introductory class.
2. Are you interested in this post? Selection procedure.
4. Subjunctive Mood x indicative Mood.
7. Have you managed to persuade them? Ways to sell oneself.
11. Have you already settled in? Pronouns "y" and "en".
12. Test.
Study literature:
AGROBUSINESS ECONOMICS (EED09E)

Department of Economics
Faculty of Economics and Management

Lecturer: Ing. Jiří Mach, Ph.D.
Teaching period: 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.
10. Financing of farm – resources planning.
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.
6. Capital and investment planning; case studies defence.
Study literature:
PROGNOSTICS AND PLANNING (ERET3E)

Department of Management
Faculty of Economics and Management

Lecturer: prof. Ing. Ivana Tichá, Ph.D.
Teaching period: 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 aproach 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.
Seminars:
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 form 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:
WORLD AGRICULTURAL COMMODITIES (EED10E)

Department of Economics
Faculty of Economics and Management

Lecturer: doc. Ing. Luboš Smutka, Ph.D.
Teaching period: 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 placed 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.
7. Liberalization process of agricultural trade WTO (Doha Round).
8. Developed countries vs. Developing countries.
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 and evaluation
Study literature:
REGIONAL DEVELOPMENT (ERET4E)

Department of Management
Faculty of Economics and Management

Lecturer: Ing. Richard Selby, Ph.D.
Teaching period: 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 seminars
2. Regional Case Study 1
3. Presentation of Case Study 1
   Regional Case Study 2
4. Regional Case Study 2
   Regional Case Study 3
5. Presentation and defence of Regional Case Study 3 (for Module Credit/Zapocet)

Study literature:
Additional Courses

Syllabi
### Additional Courses Programme Syllabi

- **NATURAL RESOURCE AND ENERGY ECONOMICS**  EEEF8E  
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- **COMMODITY AND FOREIGN EXCHANGE ECONOMICS**  
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NATURAL RESOURCE AND ENERGY ECONOMICS  EEEF8E

Department of Economics
Faculty of Economics and Management

**Lecturer:** Ing. Oldřich Výlupek, MSc, Ph.D.
**Teaching period:** 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:
DEVELOPMENT ECONOMICS  EEER5E
Department of Economics
Faculty of Economics and Management

Lecturer: prof. Ing. Luboš Smutka, Ph.D.
Teaching period: Autumn semester
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.

Lectures:
1. Introduction to the concept of development.
2. Theories of economic growth and development
3. Poverty, malnutrition and income inequality.
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.
5. Role of foreign trade in the economic growth – a panel discussion.
Study literature:
COMMODITY AND FOREIGN EXCHANGE ECONOMICS

Department of Economics
Faculty of Economics and Management

Lecturer: Ing. Petr Procházka, MSc, Ph.D.
Teaching period: Autumn semester
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: