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Course list

Fall semester 2025/2026

Code	Course name	ECTS	Schedule group
BUEC	Business Economics	4	A
COLA	Commercial Law	4	A
GEP	Global Economy	4	A
TEMA	Technology Management	4	A
PEBP	Professional English in Business Projects	4	A
HRM	Human Resource Management	4	A
MASKE	Management Skills	4	A
MAPS	Managerial Psychology	4	A
MACO	Marketing Communication	4	A
INMA	International Marketing	4	A
OMT	Online Marketing in Tourism	4	A
TCR	Tourism in the Czech Republic	4	A
MUCOE	Multicultural Communication	4	B
THED	Theory of Education	4	B
RBP	Risky behavior of children and youth	4	B
MUED	Multicultural Education	4	B
INPS	Introduction to Psychology	4	B
INSO	Introduction to Sociology	4	B
PEP	Professional English in Psychology	4	B
CYCR	Cyber Crime	4	B
INLAE	Introduction to Law	4	B
PESM	Professional English in Security Management	4	B
ISL	International Security Law	4	B
EEU	European Union	4	B
CIR	Contemporary Issues in International Relations	5	B

Please read the information on the following page

- ➢ Recommended number of ECTS per semester: 30
- ➢ Please note that courses offered by Ambis University are subject to change
- ➢ Course descriptions can be found on the following pages
- ➢ Missing information will be added soon
- ➢ All courses are held in English

Schedule groups (A/B)

- ➢ Courses are divided into two schedule groups
- ➢ If a student chooses courses from only one schedule group, the courses will not overlap
- ➢ Students may also choose courses from the other schedule group, but it is possible that some lessons will overlap with lessons from another course

Business Economics (4 ECTS)

Course objectives

The course is focused on the company and its functioning in the market economy. The aim is to provide students with an overview of business opportunities and its main goals, possible forms of business, assets involved in business, sources of its coverage, creation and distribution of the company's income and ways of evaluation of financial situation and performance of business entity.

Business economics is focused on the introductory issues of economics and management of the company as a whole, but also its individual functions: production, production, personnel and human resources, logistics, business and economic-financial. The study is about understanding the general, economic, organizational, production, market and management aspects of business processes that take place in the company and the interrelationships among them.

Syllabus

1. The principles of the company and business, the environment of the company. Business and enterprise. Business environment. Business surroundings. 2.
2. Production factors and their classification. Classification of production factors. Combination of production factors.
3. The efficiency of the company and its categories. Costs and their relation to production factors. The result of business activity, its quantification and use. Evaluation of cost-effectiveness.
4. Classification of enterprises. Legal form of business. Area (sector) of business. Business size.
5. Business life cycle. Starting a business. Business growth and its stabilization. Business crisis, rehabilitation. Dissolution of the company
6. Company property (2/1). Property structure of the company. Fixed assets. Current assets.
7. Capital structure of the company. Own resources. Foreign sources
8. Valuation of company assets. Valuation of fixed assets. Valuation of current assets. Valuation of equity and debt. Business valuation.
9. Objectives of the company and its functions. Company activities - business functions, market - marketing, development management, innovation, introduction of new productions - production preparation and efficiency of production preparation, purchasing and supply, production. Management of the production process in space and time, technical service of production, sales - sales.
10. Specifics of individual types of business. Manufacturing company. Service provider. Business in tourism. Business in healthcare.
11. Financial planning. Financial planning process. The process of creating a financial plan.
12. Investment activity. Return on investment method. Payback time method. Net present value method. Internal rate of return method.

Human Resource Management (4 ECTS)

Course objectives

The course introduces modern principles and practices of human resource management in the organization, explains the key role of human resource management in achieving strategic objectives of the organization, and introduces fundamental human resource management functions that determine organizational performance.

After the successful completion of this course, students will be able to explain and apply knowledge related to human resource planning, job design and analysis, employee recruitment, selection and orientation, performance management, employee rewarding, or employee training and development.

Syllabus
1. The concept of human resource management
2. Human resource planning and job design
3. Employee recruitment, selection, and orientation
4. Performance management
5. Employee rewarding
6. Employee training and development
7. What is leadership and who are leaders?
8. How to attract and keep talented people?
9. What is control and why is it important?
10. How to handle employee problems?

Global Economy (4 ECTS)

Course objectives

The aim of this course is to provide students with an unconventional view of the development of external determinants of economies, represented by structural developments of the global economy, changes in globalization and interdependence processes, and the influence of the international political environment, with emphasis on geopolitics.

Syllabus

1. Subject and Methods of the Global Economy and Politics Studies
2. The Origin, Evolution, and Perspectives of the Global Economy
3. Multi-level Structure of the Global Economy and Politics
4. The Subjects of the Global Economy and International Politics
5. The System of International Economic Relations and Political Determinants of its Development
6. Principles, Mechanisms, Tools, and Theoretical Concepts of International Economic and Geopolitical Relations
7. Structural Developments and Spatial Changes in the Global Economy and Geopolitics
8. Development Dynamics of the Current Global Economy and Geopolitics
9. Global Problems of the World Economy
10. The institutional Superstructure of the Global Economy and International Politics
11. Role of State and Policy in the Global Economy
12. Structure of the Contemporary Global Governance System

Technology Management (4 ECTS)

Course objectives

The course "Technology Management" is based on an interdisciplinary character, where individual topics of education are conceived in the form of modular teaching. The course presents the basic management activities related to the implementation of innovation and technology. In the course, students analyse the environment for selected technologies and identify market potential.

The course is based on basic knowledge of market economics, management terminology, innovation and technology. The main focus is on the development and diffusion of technology in an innovation economy environment. The aim is to acquire the ability to assess the potential of selected technologies in different market conditions.

Seminars link the theoretical framework with practical skills and experience through case studies, audiovisual documents and group work on semester projects. Semester projects are developed in working groups (2 to 4 members), including the definition and description of team roles. The assigned topic (including the structure) is developed on a PC in 5 to 10 pages, submitted in a word processor (MS Word) and defended by oral presentation.

Syllabus

1. Case study – Management culture
2. Case study – Innovations
3. Case study – Regulations
4. Case study – Environment
5. Case study – SWOT analyze
6. Case study – Project management
7. Case study – Research
8. Case study – Crisis
9. Case study – Interventions
10. Case study – Government
11. Case study – Ynovate network
12. Project presentation

Commercial Law (4 ECTS)

Course objectives

The objective of the subject: The aim of the course is to master the practical basics of economic functions and legal rules of functioning of entities operating on the market, especially commercial companies. The course also provides a basic orientation in tax issues related to companies established under Czech law.

Syllabus

1. Introduction to the subject, historical development of commercial law
2. Entrepreneur, consumer, commercial establishment
3. Establishment and formation of a commercial company, nature and legal characteristics of the memorandum and articles of association, particulars of the memorandum and articles of association, invalidity of the establishment of a company
4. Basic concepts of company law. Public companies. Limited partnerships. Limited liability company. Joint stock companies
5. Status of a shareholder in a company, overview of his rights and obligations.
6. Rights and obligations of statutory bodies towards the company, creation and termination of office, supervisory board, non-competition
7. Dissolution of the company and its legal consequences. Dissolution of the company with liquidation. Dissolution of a company without liquidation. Transformation of companies. Merge. Division. Change of legal form
8. Commercial register and collection of documents
9. Commercial obligation relations, specifics of business relations
10. Formation, change, obligation
11. Securing and consolidation of debt
12. Dissolution of the obligation

Management Skills (4 ECTS)

Course objectives

Managerial skills represent a comprehensive set of competencies focused on the application level to strengthen the role of managers in their leadership, management and development dimension. The course focuses on the acquisition of the basic practices of the triple role of the managerial employee: manager - leader - coach, i.e. the prism of management - leadership - staff development.

Students learn the principles, techniques and methods of leading, managing and developing employees. They are also supposed to use management techniques, procedures and methods to effectively manage the role of leaders in their self-development.

Syllabus
1. Manager-leader-coach: the triple role of a senior employee
2. Managerial communication: principles, channels, pitfalls, forms
3. Giving feedback, the art of giving and receiving praise and criticism
4. Performance management and working with the managerial grid
5. Managerial interviewing: motivational, evaluative, reproachful
6. Methods and techniques of long-term work with subordinates
7. Teamwork and working with team dynamics
8. Staff motivation and corporate motivational tools
9. Coping with communicationally challenging situations in managerial practice
10. Coaching as a tool for staff development
11. Basics of time and stress management
12. Work-life-balance in practice

Professional English in Business Projects (4 ECTS)

Course objectives

The course aims to acquire professional project English skills related to business to conduct a professional business discussion on the topic based on the studied texts from business English, human resources, management, marketing, finance, economics, entrepreneurship.

In accordance with the target level B2 and PBL – project-based learning, the content of the course is determined in relation to the ability of passive comprehension, active communication and the amount of grammatical knowledge. The vocabulary is preferably oriented towards the professional communication of the appropriate level so that students learn to express themselves in the professional context, namely when communicating with clients and business partners at the level of basic social interaction.

The individual student work is motivated mainly by the horizon of personal communication. Students learn the vocabulary associated with business English. Students are able to talk about those topics mainly from personal experience as well. Moreover, students use vocabulary from specific professional fields. Thanks to the acquired linguistic competence, students will be able to lead a discussion on given topics. Eventually, students develop projects based on case studies. The final task is then the preparation of a study on the given issue and the defense of its outcome.

Syllabus

1. Case study – management culture
2. Case study – selecting a Chief Operating Officer
3. Case study – starting a business
4. Case study – offshoring and outsourcing
5. Case study – risk analysis
6. Case study – researching a product concept
7. Case study – promoting a new product
8. Case study – publicity stunts
9. Case study – investing in funds
10. Case study – encouraging clusters
11. Case study – a currency transaction tax
12. Project plan/research/presentation

Professional English in Security Management (4 ECTS)

Course objectives

The objective of the subject is determined on the basis of the analysis of language needs in relation to the requirements of contemporary security management practice that are placed on a university graduate. The second language teaching aims to strengthen and expand the communication skills of our graduates. The aim of the course is to acquire the basic terminology related to security management, crisis management structure, contingency plans, major emergency etc. In addition, the course acquires the linguistic competence to conduct a discussion on the topic based on the studied texts.

Moreover, the course grasps the differences in security management fields and consolidates the vocabulary by means of the provided exercises as well. The outcome of the course is a defense of the project for which students prepare throughout the semester management. Thanks to the acquired linguistic competence, students are also supposed to lead a discussion on given topics.

Syllabus
1. Modul – Security management
2. Modul – Crisis management structure
3. Modul – A major incident
4. Modul – Local authority response to a major incident
5. Modul – Emergency services
6. Modul – Emergency exercise tests crisis plan
7. Modul – The integrated rescue system
8. Modul – Fire rescue
9. Modul – Fire crews
10. Modul – Control room
11. Modul – Fire hits
12. Modul – Case studies

International Security Law (4 ECTS)

Course objectives

The aim of the course is to gain the knowledge of international legal rules in the domain of international security and the capacity to assess security threats and world events in light of law. Students will get acquainted with rules of international security, both general international norms and specific rules in the domain of sanction policy, use of force, UN protection of international peace and security, regional organizations, responsibility for international wrongful act, space security and cyber security.

Students will gain a comprehensive and critical view of world affairs as well as the capacity to apply international legal rules to concrete situations and formulate adequate legal argumentation

Syllabus

1. Introduction & definition of the term: Law of international security
2. Evolution of the Law of International Security and the foundations of contemporary system
3. United Nations Security Council: Primary responsibility for the protection of international peace and security
4. Diversification of measures not involving the use of force
5. Targeted sanctions
6. Authorization by the UN Security Council to use force
7. Right of self-defense: Tendencies to extend its scope
8. Humanitarian intervention
9. Cybersecurity
10. Space security
11. Consequences and remedies for the violation of the law of international security
12. Towards a global security system?

Marketing Communication (4 ECTS)

Course objectives

The course introduces students to marketing communication and its position in marketing and interactions with other tools of the marketing mix; individual tools of the communication mix and the system of interrelations between them and integrated marketing communication. Students will acquire basic skills in designing and implementing specific communication activities compatible with the marketing strategy of the company.

Syllabus

1. The position of communication in marketing
2. Marketing communication mix
3. Communication goals and communication models
4. Advertising and advertising media
5. Personal sales, trade fairs and exhibitions, seminars and product presentations
6. Event marketing and sponsorship
7. Public relations and media relations
8. Direct marketing and the importance of databases in direct marketing
9. Sales promotion; POP, POS marketing communication
10. Digital marketing communication
11. New trends in marketing communication
12. Integrated marketing communication

European Union (4 ECTS)

Course objectives

The course aims to provide an overview of the historical development as well as the current practice of European Union institutions. First and foremost, the most important selected theoretical approaches to European integration will be discussed in the context of the development of European Community since the 1950s. Consequently, the Union's contractual structure and an analysis of the EU institutions under the Treaty of Lisbon will be debated.

In addition, other components and agencies of the EU institutional structure will be properly explained. In the course students will be provided with an elementary terminology and topics related to the discussion of the current state of the EU. The course enables to understand and grasp the mechanisms of functioning of the Union, its institutional arrangement and basic competencies, as well as their subsidiary relation to the political institutions at the national level.

Syllabus

1. European integration and its main factors
2. European integration and its development
3. Legal personality of the Union and supranationality
4. Main EU institutions: an overview
5. European Commission, European Parliament
6. Elections to the European Parliament
7. European Council, the Council of the European Union and the Council of Europe
8. Court of Justice of the EU, European Ombudsman, European Public Prosecutor's Office (EPPO)
9. European Committee of the Regions; EU advisory bodies and EU agencies
10. EU policies
11. Future of the EU
12. Students' presentations & debate

International Marketing (4 ECTS)

Course objectives

This course aims to provide students with a comprehensive understanding of the principles, strategies, and challenges involved in international marketing. Through a blend of theoretical frameworks, case studies, and practical applications, students will develop the necessary skills to analyze, plan, and execute marketing strategies in diverse global markets.

Syllabus

1. Cultural Sensitivity and Adaptation in Marketing Strategies
2. Market Segmentation and Targeting in Global Markets
3. International Branding and Brand Management
4. Global Product Development and Standardization vs. Adaptation
5. Pricing Strategies in International Marketing
6. International Distribution Channels and Logistics
7. Global Advertising, Promotion, and Integrated Marketing Communications
8. Ethical and Legal Considerations in International Marketing
9. Market Entry Modes: Exporting, Licensing, Franchising, Joint Ventures, and Foreign Direct Investment
10. Competitive Analysis and Positioning in Global Markets
11. Market Research Methods and Tools for International Markets
12. Emerging Trends and Challenges in International Marketing: Digitalization, Sustainability, and Geopolitical Factors

Online Marketing in Tourism (4 ECTS)

Course objectives

The aim of the course is to introduce students to the topic of current issues of online marketing, the basics of online campaigns and their specifics for tourism subjects. In addition, course participants will know how to create a website and how SEO works.

Part of the course will also be devoted to rapidly growing capabilities of corporate communication via social networks that offer an effective way of targeting visitors for destination management. During the course, students will apply their theoretical knowledge into practice when implementing tourism-related projects and thereby gain practical experience in the field.

Syllabus

1. Internet as a communication medium, Tourism and products, Marketing in tourism
2. Process of campaign planning
3. See-Think-Do-Care
4. Website in tourism industry
5. Search engine marketing, SEO
6. PPC
7. Social media
8. Social networks
9. Influencer marketing
10. Display advertising, RTB, remarketing
11. Measuring and analyzing website traffic
12. Marketing campaign efficiency
13. Online marketing in hotel industry
14. TO and destination in online environment
15. Legislation - GDPR, copyrights

Tourism in the Czech Republic (4 ECTS)

Course objectives

The course is focused on the tourism in the Czech Republic, industry specifics and development, present state and its trends. The course will bring the information also about the tourism regions and promotion of the Czech Republic – important products, segmentation and communication carried out by the official authority – CzechTourism.

Syllabus

1. Welcome lesson, introduction and information about the course, Czech Republic
2. International institutions in tourism, definitions, typology
3. History of tourism in the Czech Republic, statistics, Tourism Satellite Account
4. Potential and conditions for tourism development in the Czech Republic, cultural-historical conditions
5. Natural and economic-technical conditions, realization conditions
6. Promotion of the Czech Republic – CzechTourism, tourists in the Czech Republic – segmentation, motives
7. Tourism regions in the Czech Republic
8. Cultural tourism, active tourism
9. MICE
10. Spa and medical tourism
11. Gastronomy
12. Student presentation

Professional English in Psychology (4 ECTS)

Course objectives

The course aims to acquire the basic terminology related to psychology to conduct a discussion on the topic based on the studied texts. The course grasps the differences in various fields of psychology.

In accordance with the target level B2, the content of the course is determined in relation to the ability of passive comprehension, active communication and the amount of grammatical knowledge. The vocabulary is preferably oriented towards the professional communication of the appropriate level so that students learn to express themselves in the professional sphere, especially when communicating with clients at the level of basic social intercourse.

The individual student work is motivated mainly by the horizon of personal communication. Students learn the vocabulary associated with psychology. Students are able to talk about those topics mainly from personal experience as well. Moreover, students use vocabulary from specific professional fields. Students comprehend the spheres of psychology. Thanks to the acquired linguistic competence, students are also supposed to lead a discussion on given topics.

Syllabus

1. What is psychology
2. Branches of psychology – case studies
3. Psychology in practise
4. Psychology and computers – case studies
5. Dreams and personality
6. Vygotsky and Piaget: thougths and language – case studies
7. Memory
8. Mental disorders: popular myths – case studies
9. Personality
10. Modern addictions – case studies
11. Parapsychology
12. With the future in mind – case studies

Theory of Education (4 ECTS)

Course objectives

The course is devoted to exploration of issues facing educational theory. It approaches this field not only from the perspective of special education, but also from the perspective of social education. It deals with the question of human educability, including the economic and social context of education and training. The course content includes professional terminology, an analysis of the basic components of education with emphasis on the moral development of the personality, the issue of freedom and discipline in relation to human responsibility, including the possibilities of educational action.

The course deals with the educational role of the family, the position of the pupil in the school classroom, and the educational system of the school. Attention is also paid to the pedagogical challenges of how to make use of free time.

Syllabus

1. Definition of the concept of education, system of pedagogical disciplines; the subject of educational theory, components of education
2. Morality, its development and importance in human life; freedom and discipline in relation to human responsibility
3. Moral development of a personality, the role of upbringing; the relation of ethics to etiquette
4. The educational function of the family; deficits in family upbringing and possibilities of overcoming these shortcomings
5. Cooperation of the school with parents of students, organization of parents; forms of work of the class teacher with parents of students
6. Educational principles and their relation to didactic principles
7. Educational methods, their classification and practical use
8. Pupil motivation as a pedagogical-psychological problem
9. Pedagogical diagnostics, its aims, means and importance in the teacher's work
10. Personality of a teacher, conditions of their success; competence, authority and prestige, current problems of the teaching profession
11. Pupil and school class, social behavior of the pupil, possibilities of pedagogical influence; educational system of the school, school rules, student government, school traditions
12. Pedagogical challenges of how to make use of free time; social environment of youth; extracurricular educational and social institutions; the main causes of socially pathological phenomena and prevention

Multicultural Education (4 ECTS)

Course objectives

The aim of the course is to prepare students for interacting with people from different cultural backgrounds. The aim of the course is also to provide students with basic knowledge about the influence of socio-cultural environment on the development of human personality and behavior. Course exercises have self-reflective character and focus on identifying our own perception of stereotypes, communication barriers and rigid thought patterns that stand in our way of tolerating differences among people. The course builds and develops students' experience, gained during studying.

The main objectives of the course are following:

a) Presenting and understanding the key aspects of multicultural education,
b) Contributing to the development and cultivation of multicultural competencies of students and preparing them for effective professional work with people of different cultural backgrounds,
c) Getting to know the specifics of selected issues and improving our own perceptions, reflections and also effectively forming our own opinion when it comes to diverse people and building a cultivated educational approach.

Syllabus

1. Multicultural education – definitions, meaning and context
2. Multicultural coexistence society – definitions, meaning and context
3. Key concepts of multicultural education and school education
4. Norm and factors of differences among people
5. Criteria for determining divination and minority
6. Target groups and dominant groups
7. Opinion and its formation
8. Stereotype and prejudice
9. Attitude and its determination
10. Socio-cultural environment and its determination
11. Language and communication and its determination
12. Cultural specifics of selected societies

Risky Behaviour of Children and Youth (4 ECTS)

Course objectives

The subject, along with somatology, somatopathology, pedagogy and psychology, is a fundamental propaedeutic discipline required by special pedagogues and all specialists working with children and youth.

Educational objectives: acquiring basic terminology from this field; understanding biological peculiarities of adolescence; becoming familiar with the common health and mental health disorders during adolescence; learning about the most frequent excesses in the behavior of adolescents and gaining knowledge about the most frequently occurring forms of risky behavior of children and youth.

Syllabus

1. Repetitorium of ontogenetic development: overview and brief characteristics of individual periods of human ontogeny
2. Puberty (beginning, growth acceleration, hormonal activity, development of secondary sexual characteristics, development of gonads and genital organs), differences in its course between the sexes
3. Bullying, its occurrence, causes and manifestations, solutions and prevention
4. Somatosexual and psychosexual changes in adolescence, self-concept before puberty, during puberty and in adolescence; inferiority complex and its consequences
5. Teenagers' relationship to their own health, their lifestyle
6. Aggressive and auto aggressive behavior in adolescence, risk behavior syndrome in adolescence and its causes and prevention
7. Eating disorders in adolescence in connection with an inappropriate perception of one's own body (damaged self-image) – anorexia and bulimia
8. Sexuality in adolescence, its importance for pubescents and adolescents
9. Erotic orientation and preferences, sexual orientation; homosexuality, coming out
10. Risky behavior in the area of psychosocial and sexual behaviour – substance abuse (smoking and alcohol)
11. Drugs and their use in puberty and adolescence as a manifestation of risky health and social behavior
12. Socio-pathological phenomena in childhood and adolescence; sexual abuse, prostitution, sexual deviance

Introduction to Psychology (4 ECTS)

Course objectives

The student is able to understand fundamental principles in general psychology, developmental psychology, social psychology and personality psychology – all of which belong to basic psychological disciplines. The student critically analyzes and implements the knowledge of general psychology in practice. He applies methodology and methods of psychology in solving some practical problems in the field of people management.

Syllabus

1. Subject, tasks, classification and importance of psychological sciences
2. History of psychology and main directions of contemporary psychology
3. Basics of methodology and methods of psychology
4. Cognitive processes
5. Emotions and motivation
6. Memory and learning
7. Basics of ontogenetic psychology, determinants of mental development
8. The individual in the web of interpersonal relationships
9. Personality – origin, development, formation, structure and dynamics
10. Personality traits
11. Cognition of personality
12. Coping with difficult life situations

Managerial Psychology (4 ECTS)

Course objectives

The aim of the course is to provide students with knowledge in the field of psychology, applicable in managerial and organizational practice, especially in the areas of communication and feedback, motivation, work effectiveness, working with emotions and leadership.

Syllabus

1. Introduction to the subject of managerial psychology
2. Approaches and methods of personality development
3. Work and social adaptation
4. Managerial skills in interviewing
5. Description of the job role, job structuring, professiography
6. Motivation of work behavior, general and specific theories, different approaches to work motivation in relation to the personality of the worker
7. Job satisfaction and work behavior, modification of work behavior, concept of quality of work life
8. Peculiarities of the formation and functioning of teams
9. Personal, interpersonal and group interventions (role of a consultant, conflict resolution with the help of a third party)
10. Burnout syndrome
11. Pathological phenomena in the workplace
12. Stress management

Introduction to Law (4 ECTS)

Course objectives

This course introduces students to legal regulation basics. Students become systematically acquainted with topical information and learn to regard law as a complex of rules regulating human behavior, as well as the importance of normative systems and rules for global society.

Syllabus

1. Legal concept of law. Philosophical conception of law
2. Sources of law. Legal rules and society. Type of norms
3. Application and interpretation of legal rules
4. Legal systems
5. Subjects of law – natural person
6. Subject of law – legal entity
7. Property law
8. Family law
9. Commercial law
10. Criminal law
11. Constitutional law
12. Administrative law

Cyber Crime (4 ECTS)

Course objectives

The aim of the class is for its students to acquire and further grow the knowledge of how crimes that involve information and communication technologies are committed. The course outlines the steps necessary to combat these crimes with the use of individual articles of the criminal code. Students research and process the necessary security information, identify and analyze existing security threats.

Syllabus

1. Introduction to cybercrime
2. Legal norms regulating cyberspace
3. Legal basis of ISP (Internet service provider) activities
4. Personal data protection
5. Privacy and security in IT, data protection on the Internet
6. Cyber attacks I.: Social engineering, botnet and malware
7. Cyber attacks II.: Ransomware, spam, scams and hoaxes
8. Cyber attacks III.: Phishing, pharming, vishing, smishing and BEC
9. Cyber attacks IV.: Hacking and cracking
10. Cyber attacks V: Internet piracy
11. Cyber attacks VI.: Sniffing, DoS, DDoS and the dissemination of defective content
12. Cyber attacks VII.: Cyber attacks on social media

Multicultural Communication (4 ECTS)

Course objectives

The course responds to the increasing multiculturalism of the business environment in today's world. It aims to show students how to navigate in a multicultural environment, to acquaint them with the pitfalls of multicultural communication, the specific characteristics of national cultures, the issues presented by multicultural environments and how to deal with them, the specifics of marketing communication in multicultural environments and the possibilities of adapting to local realities.

Syllabus

1. Introduction, basic concepts, definitions
2. Models and dimensions of national cultures – Trompenaars, Hall, Hofstede, Schwartz
3. Czech cultural dimensions, the convergence of cultures, and culture shock
4. Multicultural communication competence, literacy, style, integrity, cultural diversity, and stereotypes.
5. Forms of communication in a multicultural environment – verbal, non-verbal, communication by action, written communication, active listening
6. Creating fluent communication messages in a multicultural environment
7. Cultural noises in the communication process, multicultural differences, and communication
8. Managing multicultural communication; ethics in multicultural communication
9. Lewis's theory of cultural types
10. Specifics of cultural areas – Western, Islamic
11. Specifics of cultural areas – Hindu, Buddhist, and Confucian
12. Specificity of cultural areas – African, Latin American

Introduction to Sociology (4 ECTS)

Course objectives

The objective of the course is to acquaint students with the main principles of sociological approach to the analysis of social phenomena and the main topics of sociological thinking. Students will learn basic technical terminology and get acquainted with the main sociological theories and areas of sociological analysis. This knowledge will enable them to reflect more deeply on the issues facing contemporary society and support the development of their critical thinking.

Upon successful completion of this course, students will gain an overview of the main issues, concepts and principles of sociology as a scientific discipline and will significantly expand their cultural and social outlook on the functioning of contemporary societies and their current challenges and problems. Learning outcomes of the class are focused on the acquisition of basic knowledge and skills of sociological thinking and their application to the analysis of current social phenomena.

Syllabus

1. Principles of sociology and sociological perspectives, the origin of sociology as a science, the founders of sociology
2. Basic sociological paradigms and approaches, main sociological theoretical directions and figures
3. Culture, individual and society, socialization
4. Conformity, deviation and social control
5. Social stratification and inequality, social mobility
6. Groups, organizations and bureaucracies
7. Economic systems and work, economic globalization
8. Main characteristics of the labor market in the EU
9. Basics of demography and main demographic trends in the European context
10. Urbanization and environment
11. Mass media and communication
12. Basics of sociological research methodology and main sociological research methods

Contemporary Issues in International Relations (5 ECTS)

Course objectives

The aim of the course is to introduce students to the main current challenges in the field of international relations and their influence on the current global situation.

After successfully completing the course, students will be able to:

- Analyze current challenges related to the selected region.
- Demonstrate the impact of a selected current challenge on society or a group of residents in a given region.
- To classify selected challenges based on priorities in international relations, including the defense of this classification.

Syllabus

1. Introductory lesson, discussion - what currently forms the core of current issues in international relations?
2. Terrorism in the context of global security
3. Frozen conflicts (Israeli-Palestinian issue and others)
4. International migration and refugees
5. Climate change and environmental issues
6. Poverty and social exclusion
7. Feminism, gender, sexuality, and minorities
8. Social movement and the fight for change
9. Authoritarianism in the world, digital authoritarianism, and democratic backsliding
10. Nuclear weapons and proliferation
11. Global health and pandemics
12. Current challenges of diplomacy