Erasmus+ Course list
Spring semester 2024/2025

Code	Course name	ECTS	Schedule group
APBP_GEP	Global Economy and Politics	4	A
APBP_PAEU	Public Administration and the European Union	5	A
APBP_CEI	Contemporary Economic Issues	4	A
APBP_MMP	Modern Marketing Practices	4	A
APBP_FMB	Financial Management of Banks	4	A
APBP_SHRME	Strategies for Human Resource Management	4	A
APBP_MASKE	Management Skills	4	A
APBP_MAPS	Managerial Psychology	4	A
APBP_MACO	Marketing Communication	4	A
APBP_INMA	International Marketing	4	A
APBP_ITM	Introduction to Marketing	4	A
APBP_OMT	Online Marketing in Tourism	4	A
APBP_TCR	Tourism in the Czech Republic	4	A
APBP_MTB	Management of Tourism Business	4	A
APBP_PET	Professional English in Tourism	4	A
APBP_PEMA	Professional English in Management	4	B
APBP_ISL	International Security Law	4	B
APBP_PESM	Professional English in Security Management	4	B
APBP_SEST	Security Studies	4	B
APBP_EEU	European Union	4	B
APBP_MUCOE	Multicultural Communication	4	B
APBP_THED	Theory of Education	4	B
APBP_RPP	Risk Behaviour of Pupils	4	B
APBP_MUED	Multicultural Education	4	B
APBP_MTE	Modern Technologies in Education	4	B
APBP_INPS	Introduction to Psychology	4	B
BNK_CYB	Cyber Crime	4	B
APBP_INSO	Introduction to Sociology	4	B

- ➢ Recommended maximum number of ECTS per semester: 30
- ➢ Please note that **courses offered by Ambis University are subject to change**

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

Global Economy and Politics (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

Public Administration and the European Union (5 ECTS)

Course objectives

The aim of the course is to provide participants with relevant knowledge, skills and abilities in selected thematic areas of public administration and management, with a special regard for the European Union. More specifically, by studying the course, the participants will: 1) identify, explain and critically analyze selected practical issues of public administration in the EU and the Czech Republic using and applying basic concepts, legislation, structures, organizational rules, goals, and managerial functions; 2) understand the processes and activities of public administration in connection with administrative settings (EU), administrative reforms (EU member states) and the responsibilities of senior management for the activities performed including the internal control systems; 3) explain and justify the application of selected procedures, tools and techniques that can be used in administrative and managerial practice.

Syllabus

1. Administration and the state, history and functions of public administration, administration and management; terminology and definitions
2. Legal, economic and organizational aspects of public administration
3. Approaches and concepts of public administration
4. Public management: concepts, specifics, models of management, managerial functions (planning, organizing, leadership, control), management and the EU
5. Public administration characteristics and administrative reforms in the EU
6. The general public in administration and administrative organization (state, regional, local)
7. Public administration and economics: budgeting, sourcing, control and accountability
8. Public administration staff, appointments and politicization of civil service
9. Administration and the EU, implementation of EU administrative policies

Contemporary Economic Issues (4 ECTS)

Course objectives

The course acquaints students with current issues of management and economics and through invited lectures introduces students to current practice in these fields. The aim is to acquaint students with current models of economic theory of related economic and managerial disciplines and to develop decision-making skills in solving problems in economic practice in regards to changes 4.0.

Syllabus

1. The importance of business in the national economy
2. Typology of companies
3. Specific economies
4. PESTLE and SWOT analysis
5. Organizational and information structure of the company
6. Controlling
7. Cash flow
8. The process of strategic management in organizations
9. Attributes of competitive influences in the modern business environment
10. Balanced Scorecard and other analytical tools for business evaluation
11. Attractiveness of the industry
12. Strategic Position and Action Evaluation Matrix – effective means of strategy formulation; principles of evaluation of strategic possibilities

<u>Modern Marketing Practices</u> (4 ECTS)

Course objectives

The course enables students to acquire and deepen theoretical and practical knowledge of marketing and at the same time to comprehend the broader context in the application of modern marketing approaches, including the application of the results of neuromarketing research in a business environment characterized by globalization and new forms of competition. The focus is on current trends in consumer behavior from the perspective of Generations X, Y, Z and Alpha. The emphasis is placed on digital marketing and its tools including social media, SEM, eWOM, USG. The course uses numerous case studies and best practices from various sectors.

Syllabus

1. Marketing and globalization
2. Current trends in consumer behavior and their impact on marketing
3. Generations X, Y, Z and Alpha and marketing
4. Neuromarketing and its practical application
5. Brand marketing
6. The impact of ICT on marketing; mobile first index
7. Traditional vs. Digital Marketing; 7 Cs in Digital Marketing
8. Digital marketing tools; Search Engine Marketing SEM
9. The use of social media in marketing – Facebook, Google, Instagram, Twitter, and YouTube
10. eWOM, user generated content (USG), blogging, influencers and their role in marketing
11. Viral marketing, buzz marketing, astroturfing, ambush marketing, ambient marketing and guerrilla (grassroots) marketing
12. Augmented reality, gamification, social media marketing campaigns

Strategies for Human Resource Management (4 ECTS)

Course objectives
The course introduces students to strategies and methods of human resource management in the field of job analysis, human resource planning, employee recruitment, selection, and orientation, employee evaluation, remuneration, training and development as well as employee motivation and care.

Syllabus
1. The concept of strategic human resource management (SHRM) in the context of organizational management
2. Organizational management and role of managers and HR managers in SHRM
3. Job analysis and competencies as a background of SHRM
4. Strategy of personal work
5. Strategy of employee recruitment and selection
6. Strategy of employee orientation
7. Strategy of employee training and development
8. Strategy of employee career and talent management
9. Strategy of employee motivation
10. Strategy of employee care
11. Strategy of employee remuneration
12. Strategy of employee evaluation

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 Management (4 ECTS)

Course objectives

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

In accordance with the target level B2, the content of the course is determined by the ability of passive comprehension, active communication and the amount of grammatical knowledge. The vocabulary is preferably oriented towards professional communication of the appropriate level so that students learn to express themselves in the professional sphere, especially when communicating with clients and business partners 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 management. Students can talk about those topics mainly from personal experience as well. Moreover, students use vocabulary from specific professional fields. Students comprehend the spheres of management. Thanks to the acquired linguistic competence, students are also supposed to lead a discussion on given topics.

Syllabus

1. Perspectives on management (Mintzberg, management practice)
2. Organization structures (examples of a divisional structure)
3. Management gurus (Fayol, Taylor, Drucker)
4. Management in different sectors (private, public, non for profit)
5. Resources managers use (data and information, time, money)
6. Project 1 – career opportunities in management consultancy
7. Managing knowledge and learning in organizations
8. Managing across cultures (cross-cultural competence/differences)
9. Strategies options (Porter, Ansoff)
10. Managing change (overcoming resistance to change)
11. Action planning (implementing strategy)
12. Project II – smart objectives (MBO)

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

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

Introduction to Marketing (4 ECTS)

Course objectives

The course introduces students to the principles of marketing thinking. It provides basic information about the evolution of marketing and its future trends, the market and its participants, consumer behavior, marketing research, marketing environment, STP marketing and marketing plans. The content of the subjects also pays attention to the general as well as individual presentation of the most important tools in the marketing mix.

Syllabus

1. Introduction to the nature and evolution of marketing
2. Market and its participants
3. Psychological dimension of consumer buying behavior
4. Marketing research
5. Analysis of marketing environment
6. Market segmentation, targeting and positioning
7. Marketing plan and marketing planning
8. Tactical tools for marketing plan implementation
9. Marketing mix: product policy
10. Marketing mix: pricing policy
11. Marketing mix: communication policy
12. Marketing mix: distribution policy

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

Management of Tourism Business (4 ECTS)

Course objectives

The course focuses on the management of tourism businesses, specifically on the management of hotels, travel agencies, and restaurants. Students will gain an overview of the main businesses in various sectors of the tourism industry, their types, categories, and methods of management. The course will introduce the processes within different types of businesses and legislative requirements regulating the management and operations of these businesses. Further it will bring insight into the specifics of product development and management of individual business operations. Throughout the course, students will explore the practical aspects of managing tourism businesses.

Syllabus

1. Tourism market, factors that influence market demand and supply
2. Processes in operational management, classification, categorization, hospitality products
3. Pricing, distribution and basics of revenue management in hospitality
4. Technology and ICT in hotel operations
5. Specifics of human resources management in the hotel industry
6. Fundamentals of restaurant management
7. Product in food service establishments, distribution, organization of operations
8. Legislation, HACCP, principles of hygienic practice
9. Calculation of prices, capacity, and basic financial indicators in restaurant establishments
10. Fundamentals of travel agency management, activities of tour operators and travel agents, legislative requirements
11. Product creation and pricing
12. Guides and tourist attractions

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

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

Security Studies (4 ECTS)

Course objectives

The aim of the course is to introduce students to the basic security mechanisms at the domestic, European and global level. After completing the course, students will have knowledge of basic security terminology, will know traditional and critical approaches to security, will be able to analyze security threats in the context of the Czech Republic, the European Union and NATO. Students will be able to define the roles of selected security institutions involved in the regulation of contemporary security threats. Students will be able to implement the norms of international humanitarian law and find their application in armed conflicts.

Syllabus

1. Security intro; Security terminology
2. Traditional and critical approaches to the study of security
3. Risk analysis and prediction of security threats
4. Security system of the Czech Republic and strategic documents
5. The role of the European Union in the security system
6. Europol, Interpol and FRONTEX
7. The role of NATO in the security system
8. The role of the United Nations in the security system
9. Importance of International humanitarian law in war conflicts
10. Crisis management – the Czech Republic and the European Union
11. Integrated rescue system in the Czech Republic
12. Privatization of security and provision of security by non-state actors

Risk Behaviour of Pupils (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

Modern Technologies in Education (4 ECTS)

Course objectives

This course aims to equip students with the knowledge and skills to navigate and utilize modern technology in educational settings effectively. It provides a comprehensive understanding of various EdTech tools and trends, and their application in enhancing teaching and learning experiences.

Learning outcomes

- By the end of this course, students will be able to:
- Understand the role and potential of technology in enhancing teaching and learning processes
- Utilize various EdTech tools and platforms effectively in an educational context
- Create and manage digital content using Open Educational Resources
- Apply principles of gamification and immersive technologies to create engaging learning experiences
- Address ethical considerations and data privacy concerns in the use of EdTech

Syllabus

1. Introduction to educational technology: Overview of the role and importance of technology in education, based on theoretical background
2. Learning management systems (LMS): Exploration of platforms like Moodle Blackboard, and Canvas and strategies how to build the course
3. Digital content and open educational resources: Understanding the use and creation of digital educational content
4. Online collaboration tools: Utilization of tools like Google Workspace, Microsoft Teams, Orgpad and Padlet for collaborative learning
5. Virtual reality (VR) and augmented reality (AR) in education: Introduction to immersive learning experiences
6. Artificial intelligence in education: Role of AI in personalized learning and predictive analytics
7. Mobile learning (m-learning): Use of mobile devices in promoting learning on the go
8. Gamification in learning: Application of game-design elements in non-game contexts to improve user engagement
9. E-assessment: Understanding online assessment tools and techniques and learning analytics
10. Data privacy and security in edutech: Discussion on ethical considerations and data protection in edutech
11. Future trends in edutech: Exploration of emerging trends like blockchain in education
12. Implementing tech in the classroom: Practical strategies for integrating technology in teaching

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)

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

Professional English in Tourism (4 ECTS)

Course objectives

The course aims to equip students with fundamental tourism industry terminology and to be able to conduct a discussion on the topic based on class reading materials. The course analyzes the differences of various marketing fields.

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 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 tourism. 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 tourism. Thanks to the acquired linguistic competence, students will be able to lead a discussion on given topics.

Syllabus

1. Marketing mix analysis in tourism (Ps, Cs, As and Os)
2. SWOT analysis and marketing strategy in tourism
3. Marketing strategy and the marketing plan (AOSTC) in tourism
4. Marketing ethics (CSR) in tourism
5. STEP analysis (PEST analysis) in tourism
6. Case study – design a tour/develop a destination
7. Case study – improve a service/a customer service/ client security in tourism
8. Case study – present a proposal in tourism (proposal guidelines)
9. Case study – transform your team (interview with the staff/human resource problems)
10. Niche tourism vs Mass tourism
11. Cultural tourism
12. PECHA KUCHA presentations in tourism

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

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?