

Course list

Spring semester 2025/2026

Important information

- Missing course information will be added soon
- Recommended min. number of ECTS per semester: 20
- Please note that courses offered by Ambis University are subject to change
- Course descriptions can be found on the following pages

- All courses are held in English
- All courses are bachelor level
- Master level students can take the bachelor level courses, if it's permitted by their home university

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

See the full course list on the second page and description of the courses on the following pages

Code	Course name	ECTS	Schedule group
GEP	Global Economy	4	A
EIEA	Environmental Impact of Economic Activity	4	A
TEMA	Technology Management	4	A
MASKE	Management Skills	4	A
SHRM	Strategies for Human Resource Management	4	A
PEMA	Professional English in Management	4	A
INPS	Introduction to Psychology	4	A
MACO	Marketing Communication	4	A
MMP	Modern Marketing Practices	4	A
OMT	Online Marketing in Tourism	4	A
TCR	Tourism in the Czech Republic	4	A
HRRS	Hotel Reservation and Restaurant Systems	4	A
EHG	Entrepreneurship in Hospitality and Gastronomy	6	A
PET	Professional English in Tourism	4	A
INCO	Intercultural Communication	4	A
MAPS	Managerial Psychology	4	B
SLHY	Sleep Hygiene	4	B
ADBE	Addictive Behaviours	4	B
CCP	Cross-Cultural Psychology	4	B
INED	Introduction to Education	4	B
MTE	Modern Technologies in Education	4	B
SOMA	Somatopathology	4	B
CYCR	Cyber Crime	4	B
EEU	European Union	4	B
CIR	Contemporary Issues in International Relations	4	B
IME	Introduction to the Middle East	4	B
VNSA	Violent Non-State Actors	4	B
PECM	Professional English in Crisis Management	4	B

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

Environmental Impact of Economic Activity (4 ECTS)

Course objectives

The aim of the course is to introduce students to the issues of sustainable development, to the conceptual issues and present selected topics related to the sustainable development and their connection with the economic activities. The course will include explanation of the term and approach towards sustainable development, sustainable goals, strategy of sustainable development incl. its indicators and data sources, the topic of global warming and in the broader sense environmental safety, and in the end of the course also current trends in EU's environmental policy. Course will include also the topic of waste management and circular economy.

Syllabus

1. Sustainable development, origin, definition, enforcement and institutions.
2. Development of the idea of SD in the world and in the Czech Republic, follow-up European activities.
3. Sustainability indicators and their use and development.
4. Introduction to environmental geography.
5. Introduction to the use of data sources.
6. Global warming, CO2 reduction.
7. The concept of environmental security.
8. Adaptation and mitigation measures, strategy of adaptation to changes.
9. Environmental topics at EU level, institutions, trends.
10. Legislation in environmental protection.
11. Circular economy and waste management.
12. Current trends such as smart cities, digital cities, adaptation to climate change, urban resilience, adaptation strategies, world-class organizations and the development of ideas in our country, cities and global development goals, the Millennium objective and others, including the Agenda 2030 and the strategic framework of the UR in the Czech Republic 2030.

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

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

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

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)

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

Modern Marketing Practices (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

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

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

Hotel Reservation and Restaurant Systems (4 ECTS)

Course objectives

GOAL: The goal of the subject is widening the theoretical knowledge of the distribution of hotel services.

KNOWLEDGE: Student will gain a general knowledge of e-business with a focus on hotel product distribution. Nevertheless, the student will gain knowledge about selected distribution channels, their pros and cons. Lastly, the student will gain knowledge about marketing segmentation and its specification within the hospitality industry.

SKILLS: Successful passing of the course will give the student the ability to use fluently PMS and POS systems. These skills are required for further use of other systems.

COMPETENCE: Student is able to apply gained knowledge while creating effective distribution mix with a focus on direct channels. The student is able to work with PMS and POS systems and use them for Front-Office activities (reception and reservations department).

Syllabus

1. Hotel information system
2. Distribution of hotel products
3. Market segmentation
4. Offline distribution and its characteristics
5. Online distribution and its characteristics
6. OTA – online travel agents.
7. GDS – Global distribution systems.
8. Meta-Search Engines.
9. Websites and Web Booking Engines
10. Social networks and their importance within the distribution
11. Complex solutions in hotel e-business
12. POS
13. Online reservation portals in gastronomy

Entrepreneurship in Hospitality and Gastronomy (6 ECTS)

Course objectives

The aim of the Hospitality and Gastronomy Entrepreneurship course is to acquaint students with the specifics of doing business in the field of accommodation and catering services, and the peculiarities of business management in the tourism sector. The course also focuses on micro enterprises and family type of companies. Based on the foundations taught in this course, this student will be prepared for managerial functions in small and medium-sized enterprises.

This course also serves as preparation for the follow-up master study: Hospitality and Spa Management. Knowledge: The student will gain a basic overview of micro-, small or medium enterprises, the role of manager, and its basic tasks in business in hospitality and gastronomy. Skills: This course will contribute to the student's ability to orient themselves in business activities management or owner of a company focused on providing accommodation and catering services. Abilities: The student will be able to manage the business in the field of hospitality and gastronomy.

Syllabus

1. Defining the subject content - definitions of business, hospitality, gastronomy; Accommodation and catering services; Differences between accommodation and catering services and facilities in the Czech Republic.
2. Existing legislation in the field - Licensing Act; Tax laws; Other legislative norms.
3. Legislative changes in relation to the field - Energy Performance Certifications, allergen labeling; visa issues and reporting obligation; Smoking prohibitions, electronic records of sales.
4. Control activities in the field - the definition of control activities; external bodies carrying out inspection work; requirements for mass caterers.
5. Economic management of the hotel / restaurant - budgeting, forecasting; key performance indicators; Ratios in the hospitality industry.
6. Forms of business in hospitality and gastronomy - classification and characteristics of tourism businesses; independent hotels; hotel groups and hotel chains.
7. Social aspects in hospitality and gastronomy - promoting social tourism; subsidy programs and projects implemented; social tourism in the context of hospitality.
8. Public aid in hospitality and gastronomy - the definition and the permissibility of public aid; EU operational programs in the Czech Republic between 2007 - 2013 and 2014 - 2020; grant titles in hospitality and gastronomy.
9. Shadow Economy in hospitality and gastronomy - the definition and breakdown of the informal economy; Grey economy in the HORECA sector; introduction of electronic records of sales in the Czech Republic.
10. Current trends in hospitality and gastronomy - performances in tourism and hospitality worldwide; Current trends; shared economy.

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

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

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

Introduction to Education (4 ECTS)

Course objectives

The aim of the course is to acquire basic knowledge, skills and attitudes in the field of pedagogy and inclusion, pedagogical theory and practice with emphasis on contemporary models of school and teaching, as well as in the field of current curricular changes and humanistic concepts of teaching. Furthermore, the course aims at acquiring basic knowledge, skills and attitudes in the field of school legislation, legal relations in education and responsibility in the field of education. The aim is to motivate students to develop a deeper, lifelong interest in the full breadth of educational issues that are coming to the fore in developed countries and are very likely to be one of the determining factors in future social development.

Learning outcomes

Upon successful completion of the course, students will be able to:

- Understand basic pedagogical terminology.
- Students will be oriented to the issue of presence.
- Become familiar with selected important figures who have influenced the development of pedagogy and the creation of educational systems.
- Understand current educational trends in Europe and their impact on changes in content and methods in the Czech education system.
- Understand the complexity of the issue of inclusive education.
- Students will understand the basic laws of the teaching process, content creation, modernization of methods, forms, technical means, problems related to evaluation, classification of pupils' results.
- Understand the central role of the teacher's personality in the educational process.
- Understand the complexity and importance of moral education in the development of the pupil's personality, including the possibilities of pedagogical influence.

Syllabus

1. Definition of the concept of education, system of pedagogical disciplines.
2. Morality, its development and importance in human life.
3. Moral development of 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 them.
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. School prevention with regard to current models of risk behaviour.
10. The issue of bullying in the school environment.
11. New models of addictive behaviour, especially in the field of ICT.
12. The future of education, the coming changes.

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, 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 EdTech: Discussion on ethical considerations and data protection in EdTech.
11. Future Trends in EdTech: Exploration of emerging trends like blockchain in education.
12. Implementing Tech in Classroom: Practical strategies for integrating technology in teaching.

Contemporary Issues in International Relations (4 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

Introduction to the Middle East (4 ECTS)

Course objectives

The course introduces students to the historical-political context of the development of the modern Middle East. It will also focus on important phenomena affecting development in this region, such as Nationalism, Islamism or Secularization. The second half of the course will then evaluate developments in specific selected key regions of the Middle East.

Syllabus

1. Introduction, context, basic terminology
2. Historical-political context and development of the area before the First World War
3. Formation of national identities – Arab nationalism, pan-Arabism and others
4. The role of religion in the Middle East 1. – Abrahamic religions
5. The role of religion in the Middle East 2. – politicization of religion
6. Ideology and political development of the Middle East in the second half of the 20th century
7. Development in selected regions: Israel and Palestine
8. Development in selected regions: Egypt, Syria, Lebanon
9. Development in selected regions: Arabian Peninsula
10. Development in selected regions: Iran
11. Development in selected regions: Turkey
12. Summary

Somatopathology (4 ECTS)

Course objectives

The content of the subject follows on from the subject of somatology, has a propaedeutic character and assumes that students know the structure and normal functions of the human organism. It is focused on deviations from the normal anatomical structure and pathological functional manifestations. Where possible, it points to the causes of these pathological manifestations, including the genetic background of these phenomena and their emergence in the course of human ontogenesis. To the extent appropriate to the field of study, it also deals with the possibilities of their correction. In addition to lectures, an integral part of the course is the active participation of students in the form of seminar presentations on the given topic and their commenting.

Learning outcomes/educational goals:

Get to know the pathological manifestations in the formation of the human body and its functions. Master the search for current knowledge regarding the possibilities of how to eliminate or limit these pathologies, or how to prevent their manifestation with appropriate interventions. With its propaedeutic character, the subject will contribute to the understanding of pathological phenomena in the human organism, which are the subject of subsequent, already specific disciplines of special education concept.

Syllabus

1. Embryopathy, causes of embryonal damage, pathological manifestations in the formation of the CNS
2. Fetopathy, high-risk pregnancy, high-risk birth, high-risk newborn
3. Pathological development of the skeleton in the postnatal period, methods of its prevention
4. Psychomotor development and its risks in the toddler period, including speech development
5. Causes of school immaturity, pathological manifestations of the CNS, faulty posture
6. Puberty, its abnormal manifestations, variability, issues of sexual development
7. Adolescence, pathopsychological problems, pathologically altered growth and development
8. The most common congenital defects and their manifestations
9. Genetic background of selected physical disabilities

Violent Non-State Actors (4 ECTS)

Course objectives

The course focuses on the engagement of Violent Non-State Actors (VNSAs) in world politics. Students are given a broad theoretical and empirical grounding in the nature of VNSAs, the roles these actors play in the international system, the phenomenon of non-state territorial control and governance, and security policy issues. In addition, students are encouraged to use critical thinking to engage in class discussions about the logic and dynamics of transnational relations in the current international order.

Syllabus

1. Brief introduction to the studied subject / Formal requirements of the course
2. Conceptual definition of VNSAs
3. Classification and typologisation of VNSAs
4. VNSAs in a historical perspective
5. The current international political context of VNSA activities
6. Causes for the emergence of VNSAs, objectives of VNSAs
7. Territorial dimensions of the existence of VNSAs
8. VNSA governance
9. Ideology as a motivator vs. disruptor of VNSA activities
10. VNSAs as security builders vs. security destroyers
11. Strategic approaches towards VNSAs
12. Résumé, closing remarks, final discussion

Professional English in Crisis Management (4 ECTS)

Course objectives

The course aims to acquire the basic terminology related to crisis 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, this course introduces students to the fundamental principles and practices of crisis management across public, private, and international contexts. Students will explore the full crisis management cycle — from prevention and preparedness to response and recovery — with a focus on leadership, communication, and decision-making under pressure. Through lectures, discussions, and case study simulations, participants will learn how to identify risks, develop crisis plans, coordinate stakeholders, and manage communication effectively during emergencies.

Syllabus

1. Introduction to Crisis Management
2. Types and Sources of Crises
3. The Crisis Management Cycle
4. Leadership and Decision-Making under Pressure
5. Crisis Communication
6. Organisational Preparedness and Planning
7. Stakeholder Management in Crises
8. Risk Assessment and Early Warning Systems
9. International and Cross-Cultural Dimensions of Crisis Management
10. Crisis Management in Public Institutions and the Private Sector
11. Learning from Crises: Evaluation and Post-Crisis Recovery
12. Simulation and Case Study Workshop

Addictive Behaviours (4 ECTS)

Course objectives

This course offers a comprehensive overview of addictive behaviors from psychological, public health, and policy perspectives. Students will examine both substance-related and behavioral addictions, including alcohol, tobacco, illicit drugs, gambling, and digital dependencies. Emphasis will be placed on epidemiological trends, health and social consequences, prevention strategies, treatment modalities, and relevant policies and legislation in the Czech Republic.

Syllabus

1. Introduction to Addictive Behaviors: Definitions, theoretical models, and underlying mechanisms
2. Epidemiology of Substance Use: Global trends and the Czech context
3. Alcohol Use and Dependence
4. Tobacco and Nicotine Addiction
5. Illicit Drugs: Cannabis, stimulants, opioids, hallucinogens, and new psychoactive substances
6. Psychoactive Pharmaceuticals: Painkillers, anxiolytics, and hypnotics
7. Behavioral Addictions I: Gambling disorder
8. Behavioral Addictions II: Gaming and digital media addiction
9. Prevention Strategies: School-based, community-based, and media-based approaches
10. Treatment Modalities: Psychotherapy, pharmacotherapy, and harm reduction
11. Dual Diagnosis and Comorbidity: Case studies and clinical implications
12. Legislation and Drug Policy: International and Czech perspectives

Cross-Cultural Psychology (4 ECTS)

Course objectives

At the intersection of psychology and culture, there are several scientific and methodological approaches, the two most important of which are the intercultural approach and the indigenous psychology approach. The aim of this course is to find a balance between the two approaches and offer students a view of the interaction between psychology and culture from both perspectives. Psychology is a largely universalist discipline that assumes that psychological phenomena have a similar structure across cultures. The main goal of this course is therefore to introduce students to indigenous approaches that challenge the universalist perspective they encounter in most other courses.

Syllabus

1. Introduction. Cultural, intercultural, and indigenous psychology.
2. Where to find information about cultural psychology.
3. Classification of cultures. Acculturation.
4. Cultural differences in emotions. Cultural differences in cognition. Intercultural testing. Intercultural communication.
5. Ostracism, stereotypes, discrimination. Our perception of other cultures.
6. Chinese indigenous psychology.
7. Korean indigenous psychology.
8. Japanese and Filipino indigenous psychology.
9. Intercultural differences in psychopathology. Intercultural differences in transportation.
10. Ethical and methodological specifics in intercultural psychology.
11. Culture and language: Sapir-Whorf hypothesis.
12. Culture and language: Specifics of communication in Chinese and Korean.