

Course List – 2023/2024

Winter Semester

Code	Course name	ECTS
APBP_BUEC	Business Economics	6
APBP_BAMA	Banking Management	4
APBP_HRM	Human Resource Management	6
APBP_MAR	Marketing	5
APBP_OMT	Online Marketing for Tourism	5
APBP_IME	Introduction to the Middle East	4
APBP_EUUN	European Union	4
APBP_MUCO	Multicultural Communication	5
APBP_PEB	Professional English in Business	4
APBP_ILE	International Legal English	4
APBP_PESM	Professional English in Security Management	4
APBP_PEM	Professional English in Marketing	4

Maximum ECTS per semester: 30

Please note that courses offered by Ambis University are subject to change.

BUSINESS ECONOMICS

Objectives

Business economics focuses on the role of private enterprise in the market economy. The aim of the course is to provide students with an overview of business opportunities, main goals, various business models, assets involved in a business, sources of its coverage, creation and distribution of income of the enterprise and ways to evaluate the financial state and performance of a business. The course is focused on the introductory issues of economics and enterprise management and also its individual functions: production, personnel and human resources, logistics, business and economic-financial aspects. The course connects the general, economic, organizational, production, market and management aspects of business processes of an enterprise.

Syllabus

1. The principles of the company and business, the environment of the company. Business and enterprise. Business environment. Business surroundings.
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, and 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.

BANKING MANAGEMENT

Objectives

The objective of the course is to acquaint students with the main principles and workflow in the management of departments in financial institutions and the product structure in commercial banking. Students learn the basics of different management methods and the key trends and their characteristics. Through practical experience and examples of applications, the aim is to show the relevance of theoretical procedures and principles for Czech banking practice and its competition.

Syllabus

1. Framework conditions of banking business, historical sources
2. Regulation and supervision of banking business
3. Competitive environment of banking and non-banking entities
4. Vision of the bank as a financial institution, strategy and control in the bank, organisation of the bank's workplace
5. Management through controlling, the role and activities of internal audit in the bank
6. Compliance tasks in a bank
7. Segmentation of bank clients, customer service models, customer relationship management
8. Introduction of new products, including innovation
9. The role of the bank as a payment service provider
10. Budgeting in the bank, costs and revenues of bank products and business units
11. Types of risks in banking business
12. Banking risk management

HUMAN RESOURCE MANAGEMENT

Objectives

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

Syllabus

Lectures

1. The concept of human resource management

What is human resource management and what factors influence it? What are the fundamental human resource management functions? What is the role of managers and HR specialists in human resource management?

2. Human resource planning and job design

How to perform human resource planning? How to design jobs? How to perform job analysis?

3. Employee recruitment, selection, and orientation

How to recruit suitable candidates? How to select competent employees? How to provide new hires with needed knowledge, skills, and abilities?

4. Performance management

What is the purpose of performance management? What is the performance management cycle? What do managers do in the process of performance management?

5. Employee rewarding

What is the purpose of rewarding? What is a reward system? How to reward employees?

6. Employee training and development

How do people learn in the workplace? How to organize employee training and development? What are the common methods of employee training and development?

Workshops

1. What is leadership and who are leaders?

How to use different leadership styles? What makes a good leader?

2. How does job design influence employee motivation?

What are the useful theories of motivation? How to design motivating jobs?

3. How to attract and keep talented people?

What is the purpose and process of talent management? How to deal with employee turnover and retention?

4. What is control and why is it important?

What's the role of management in control mechanisms? Which mechanisms does a manager focus on?

5. How to handle employee problems?

How to handle negative behaviour? How to handle poor performance?

MARKETING

Objectives

Students get acquainted with key concepts and procedures in the analysis of the business environment and the company's market position. The course also deals with the purchasing behaviour of consumers and organizations, market segmentation and targeting selected segments, the specifics of marketing services, as well as the tools of the marketing mix and their management in fulfilling the company's marketing goals. Upon completion of the course, students have a reasonable grasp of the principles of targeted marketing, being able to apply the acquired knowledge and skills when developing a marketing plan.

Syllabus

1. Marketing development. Marketing concept. Specifics of service marketing.
2. The market and its participants. The main characteristics of the business environment. Market description.
3. Psychological dimension of the customer buying behaviour. Purchasing decision-making process. Brands and their role in influencing shopping behaviour. Customer behaviour in the market of organizations (B2B).
4. Marketing research as an area of the marketing information system. Research classification according to information and methods applied. Development and implementation of a research project. Marketing research in the service sector.
5. Methods of external environment analysis. Internal analysis procedures. SWOT analysis.
6. Market segmentation. Segmentation criteria for consumer and organizational markets. Selection of the target segment and determination of market positioning.
7. The role of marketing in strategic planning. Functions and content of the marketing plan. Specifics of marketing planning in services.
8. Tactical tools for marketing plan implementation. Extended marketing mix in the service sector.
9. Marketing mix: product and its characteristics. Product development options. Product mix management.
10. Marketing mix: price and its perception by the customer. Pricing and pricing strategies.
11. Marketing mix: marketing communication. Communication mix tools, their classification and use.
12. Marketing mix: availability and distribution strategies. Choice of distribution channels and distribution management.

ONLINE MARKETING FOR TOURISM

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, which especially for destination management offer an effective way of targeting the visitors. During the course, students will apply their theoretical knowledge into practice when processing project on tourism and thereby gain practical experience in the field.

Syllabus

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

INTRODUCTION TO THE MIDDLE EAST

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

EUROPEAN UNION

Objectives

The course aims to provide an overview of the historical development as well as the current practice of the 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 agents
2. European integration and its development
3. Legal personality of the Union and supranationality
4. The main EU institutions: an overview
5. European Commission, European Parliament
6. Elections to the European Parliament
7. The European Council, the Council of the European Union and the Council of Europe
8. The Court of Justice of the EU, the European Ombudsman, European Public Prosecutor's Office (EPPO)

9. The Committee of the Regions, the EU advisory bodies and the EU agencies

10. EU policies

11. Future of the EU

12. Students' presentations & debate

MULTICULTURAL COMMUNICATION

Objectives

Participants will be able to navigate the cultural differences of today's world, communicate with customers, suppliers, colleagues, employees and partners from different cultures, and avoid cultural faux pas.

Syllabus

1. Culture

2. Dimension of national culture

3. Cultural dimensions China vs. Czechia

4. Culture shock

5. The communication process

6. Cultural noises in communication

7. Multicultural communication – la response to the encounter of diverse cultures

8. The most common problems in multicultural communication

9. Cultural variables in the communication process

10. Context

11. Czech characteristics

12. Multicultural communications tips

Professional English in Business

Target level: B1/B2

Objectives

The aim of the course is to acquire the basic terminology related to staff and human resource development, market entry, financing and expansion. 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 staff and human resource development, market entry, financing and also expands and consolidates the vocabulary by means of the provided exercises as well. The outcome of the course is a defence of the project for which students prepare throughout the semester.

Syllabus

1. Staff development and training
2. Job descriptions and job satisfaction
3. Getting the right idea
4. Making contact
5. Breaking into the market
6. Launching a product
7. A stand at a trade fair
8. Being persuasive
9. Starting a business
10. Financing a start-up
11. Expanding into Europe
12. Presenting your business ideas/case studies

INTERNATIONAL LEGAL ENGLISH

Target level: B1/B2

Objectives

The course aims for students to acquire the basic terminology related to contract law, tort law, criminal law, company law and linguistic competence to conduct a discussion on the topic based on the studied texts. The objective of the course is determined on the basis of the analysis of language needs in relation to the requirements of legal English practice that are placed on a university graduate. The other aim is to strengthen and expand the communication skills of our graduates. The aim of the course is to acquire the basic terminology related to legal English. The outcome of the course is a defence of the project for which students prepare throughout the semester.

Syllabus

1. A career in law/law firms
2. Contract law
3. Contract clause
4. Case study 1: Contract law
5. Tort Law
6. Tort Law: reporting procedural history/defamation
7. Criminal Law
8. Punishments
9. Identity theft
10. Company Law
11. Breach of Companies Act
12. Case study 2: Company law

Professional English in Security Management

Target level: B1/B2

Objectives

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 defence of the project for which students prepare throughout the semester.

Syllabus

1. Security management
2. Crisis management structure
3. A major incident
4. Local authority response to a major incident
5. Emergency services
6. Emergency exercise tests, crisis plan
7. The integrated rescue system
8. Fire rescue

9. Fire crews
10. Control room
11. Fire hits
12. Case studies

Professional English in Marketing

Target level: B1/B2

Objectives

The course aims to acquire the basic terminology related to marketing and linguistic competence to conduct a discussion on the topic based on the studied texts. The course grasps the differences in the fields of marketing and also consolidates vocabulary through the given exercises. The course is a must for students of marketing or business. 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 marketing. The outcome of the course is a defence of the project for which the student prepares throughout the semester.

Syllabus

1. Marketing mix
2. SWOT analysis
3. Marketing strategy and the marketing plan
4. Marketing ethics
5. The marketing environment – PEST analysis
6. Legal aspects of marketing
7. Marketing research
8. New product development
9. Product and service types
10. Product life cycles
11. Selling product and services
12. Case studies in marketing