

Course list – Spring semester 2023/2024

| Code | Course name | ECTS |
|-------------|--|-------------|
| APBP_COFI | Corporate Finance | 5 |
| APBP_IRD | Introduction to Regional Development | 5 |
| APBP_SHRM | Strategies for Human Resource Management | 4 |
| APBP_PAY | Payments | 4 |
| APBP_ISL | International Security Law | 4 |
| APBP_COLA | Commercial Law | 5 |
| APBP_IME | Introduction to the Middle East | 4 |
| APBP_INPS | Introduction to Psychology | 4 |
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Maximum ECTS per semester: 30

EQF level: 6 (bachelor)

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

Corporate Finance (5 ECTS)

Course objectives

The course is designed to acquaint students with the complexities of financial management and corporate finance, emphasizing the key aspect of financial stability as a determining factor of competitiveness. In addition, the course will provide students with an understanding of the fundamental principles and characteristics of fiscal management and financing of an enterprise. Furthermore, the course will familiarize students with the concepts of risk management and vulnerabilities facing businesses and to account for these risks in business planning and understanding their potential impact on company operations.

Syllabus

1. Basics of business finance
2. Financial decision-making of a company
3. Property and financial structure of a company
4. Current assets of a company and its management
5. Time factor and risk in financial decision making
6. Risk management
7. Sources and forms of company financing I
8. Sources and forms of company financing II
9. Financial analysis I
10. Financial analysis II
11. Financial planning
12. Capital planning and investment decisions

Introduction to Regional Development (5 ECTS)

Course objectives

Regional development can be characterized as an empirical process of regional development that needs to be contextualized with national and international regional development policies. This course is designed to familiarize students with fundamental theoretical concepts of regional development and how they are applied in regional policy.

Syllabus

1. Regional Development 1 – Settlements System
2. Regional Development 2 – Systematization of Regions
3. Historical Excursion / Regional Processes 1 (Migration)
4. Historical Excursion / Regional Processes 2 (Urbanization)
5. Regional Development Tools 1 – Strategic Planning and Management
6. Regional Development Tools 2 – Spatial Planning and Management
7. Regional policy 1
8. Regional policy 2
9. Theories of Regional Development 1
10. Theories of Regional Development 2

11. Regional Policy of the European Union
12. Contemporary Trends in the Regional Development

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. Personnel management strategies
5. Recruitment and selection
6. Employee orientation
7. Personnel training and development
8. Employee career and talent management
9. Employee motivation strategies
10. Caring for employees
11. Employee remuneration
12. Employee evaluation

Payments (4 ECTS)

Course objectives

The course introduces the fundamental structure of the financial market (FM) in the Czech Republic, in particular the area of payments and banking, the distribution of competences within the Czech FM and its regulation. The course also introduces the principles of payment systems (PS), terminology as well as bank settlements and clearing of payments. Students will get acquainted with consumer protection within the framework of the Czech PS – and among other things – they will get acquainted with client rights and obligations.

Students will become familiar with the legislative aspects that set rules for PS. In addition, the course participants will become familiar with the fundamental division of the financial market by institutions (banks and other institutions) providing financial services in the country, the hierarchy of these entities and their scope of activity. This knowledge will enable students to better understand the regulation of PS in the Czech Republic, but also what that means for clients under practical terms. For example, when concluding a contract for a payment account with a financial institution and how this impacts the FM in general.

The aim of the course is to master the fundamental regulatory concepts standardly used by FM/PS. To learn selected principles of financial literacy, cybersecurity and understanding of

interbank relationships, and to provide a basis for a deeper understanding of the financial market and financial law.

Syllabus

1. Introduction to the Czech financial market (FM), including banking
2. Introduction to the payment systems
3. Introduction to the relevant national and European legislation on payment transactions
4. Types of regulated subjects in FM in the Czech Republic
5. Payment instruments
6. Principles of interbank settlement
7. Methodology
8. General FM business model/plan
9. Selected FinTech business models
10. Consumer protection in payments
11. Proper payment terminology
12. Practical training: preparation of a business model for FM, preparation of samples of applications or samples of terms and conditions

International Security Law (4 ECTS)

Course objectives

The course is designed to acquaint students with knowledge of international law in the domain of international security and the ability 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, the use of force, UN protection of international peace and security, regional organizations, as well as the concept of international wrongful acts, space security and cyber security. Students will gain a comprehensive and critical view of world affairs as well as the ability to apply international legal rules to concrete situations and to 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. The Right to 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. A Move Towards a Global Security System?

Commercial Law (5 ECTS)

Course objectives

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

Syllabus

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

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

Introduction to Psychology (4 ECTS)

Course objectives

The student knows and can explain the basic knowledge of general psychology, developmental psychology, social psychology and personality psychology, which belong to the 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. Man in the web of interpersonal relationships.
9. Personality - origin, development, formation, structure, dynamics.
10. Personality traits.
11. Cognition of personality,
12. Coping with difficult life situations.

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 problems of 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 course unit 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 system 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.

Professional English in Marketing (4 ECTS)

Course objectives

The content of the course balances passive comprehension, active communication and grammatical knowledge approx. at the B2 level. Course vocabulary is chosen based on professional communication of the appropriate ability, so that students learn to express themselves in a professional context, especially when communicating with clients and business partners on the social level.

The students' individual work is motivated mainly by personal communication needs. Students will acquire vocabulary related to marketing and will be able to talk about these topics based on their personal experience. In addition, students use vocabulary from specific professional backgrounds and understand the various fields of marketing. Thanks to the acquired linguistic competence, students will also be able to discuss given topics more effectively.

Syllabus

1. Marketing mix (Ps, Cs, As and Os)
2. SWOT analysis and marketing strategy
3. Marketing strategy vs the marketing plan (AOSTC)
4. Marketing ethics (CSR)
5. STEP analysis (PEST analysis)
6. Project plan I
7. Legal aspects of marketing (Consumer Protection Act)
8. NPD (concept development and testing)
9. PLC (stages of PLC)
10. Positioning and branding (brand management and brand strategy)
11. Market segmentation, customer needs and behaviour
12. Project plan II

Professional English in Management (4 ECTS)

Objectives

The content of the course balances passive comprehension, active communication and grammatical knowledge approx. at the B2 level. Course vocabulary is chosen based on professional communication of the appropriate ability, so that students learn to express themselves in a professional context, especially when communicating with clients and business partners on the social level.

The students' individual work is motivated mainly by personal communication needs. Students will acquire vocabulary related to management and will be able to talk about these topics based on their personal experience. In addition, students use vocabulary from specific professional backgrounds and understand the various fields of management. Thanks to the acquired linguistic competence, students will also be able to discuss given topics more effectively.

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 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)

Theory of education (4 ECTS)

Objectives

The course is devoted to the problems of 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 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 function of the family, the position of the pupil in the school classroom, and the educational system of the school. Attention is paid to the pedagogical problems of the use of leisure 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 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. Pedagogical diagnostics, its aims, means and importance in the teacher's work.
10. Personality of a teacher, conditions of his/her success. Competence, authority and prestige, current problems of the teaching profession.
11. Pupil and school class, social behaviour of the pupil, possibilities of pedagogical influence. Educational system of the school, school rules, student government, school traditions.
12. Pedagogical problem of the use of leisure time. Social environment of youth. Extracurricular educational and social institutions. The main causes of socially pathological phenomena and prevention.

Somatopathology (4 ECTS)