

Course list

Fall semester 2026/2027

Important information

- Recommended min. number of ECTS credits 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 (B1/B2)
- 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 lessons 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

Time requirements of courses

- 4 ECTS - 24 hours of lectures per semester, taught in person
- 6 ECTS - 24 hours of lectures and 24 hours of exercises per semester, taught in person

Evaluation scale (ECTS)

- A - Excellent
- B - Very Good
- C - Good
- D - Satisfactory
- E - Sufficient
- F – Fail

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
TEMA	Technology Management	4	A
BUEC	Business Economics	6	A
MASKE	Management Skills	4	A
INLA	Introduction to Law	4	A
HRM	Human Resource Management	4	A
RDS	Regional Development and Sustainability	4	A
MACO	Marketing Communication	4	A
INMA	International Marketing	4	A
OMT	Online Marketing in Tourism	4	A
TCR	Tourism in the Czech Republic	4	A
EHG	Entrepreneurship in Hospitality and Gastronomy	4	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
PEP	Professional English in Psychology	4	B
RBCY	Risky Behavior of Children and Youth	4	B
HEPS	Health Psychology	4	B
SOAN	Social andragogy	4	B
PSED	Psychology of Education	4	B
CYCR	Cyber Crime	4	B
EEU	European Union	4	B
CIIR	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

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

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 Law (4 ECTS)

Course objectives

This course introduces students to the basic issues of legal regulation. Students are getting in touch with systematical informations regarding the law as a complex of rules regulating the human behavior, as well as importance of normative systems of rules for global society.

Syllabus

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

Regional Development and Sustainability (4 ECTS)

Course objectives

The course focuses on regional development processes and the possibilities of their regulation through regional policy and its instruments. Special attention is paid to regional and local aspects of sustainable tourism development. Students will acquire the knowledge and skills necessary for the analysis and conceptual (strategic, political) solution of problems related to the development of municipalities, cities, and regions.

Syllabus

1. Regional development and sustainable development – basic concepts and definitions.
2. Processes, mechanisms, and actors of local and regional development
3. Environmental/landscape carrying capacity. Ecological, social, and economic dimensions of development. Regional resilience.
4. Tourism and its impact on regional and local development (economic, social, cultural, ecological).
5. Regional development and coordination of sustainable development
6. Monitoring and evaluation of sustainable development.
7. Trends in regional and local development (climate change, demographic change, structural changes in the economy, digitization) and their impacts.
8. Regional policy, its motives, concepts, goals, and tools
9. Regional policy in the European Union. Principles of EU regional policy. Development.
10. Regional policy in the Czech Republic: Initial situation, legislative framework.
11. Programmatic support for regional development and regional policy in the Czech Republic. EU support for regional development in the Czech Republic. Institutional support for regional policy in the Czech Republic.
12. Creation of strategic plans for the needs of municipalities, cities, and regions.”

Intercultural Communication (4 ECTS)

Course objectives

The goal of this course is to show students how to navigate in intercultural environment, to acquaint them with the pitfalls of intercultural communication, the specific characteristics of national cultures, the problems that intercultural environments bring and how to deal with them including 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. Intercultural communication competence, literacy, style, integrity, cultural diversity, and stereotypes.
5. Forms of communication in intercultural environment - verbal, non-verbal, communication by action, written communication, active listening
6. Creating fluent communication messages in intercultural environment
7. Cultural noises in the communication process, multicultural differences, and communication
8. Managing intercultural communication. Ethics in intercultural communication
9. Lewis' 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

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

Human Resource Management (4 ECTS)

Course objectives

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

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

Syllabus

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

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

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

Entrepreneurship in Hospitality and Gastronomy (4 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

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, professionography
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 Psychology (4 ECTS)

Course objectives

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

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

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

Syllabus

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

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

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

Risky Behaviour of Children and Youth (4 ECTS)

Course objectives

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

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

Syllabus

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

Business Economics (4 ECTS)

Course objectives

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

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

Syllabus

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

12. Investment activity. Return on investment method. Payback time method.
Net present value method. Internal rate of return method.

Health Psychology (4 ECTS)

Course objectives

The aim of the course is to familiarize students with the basic areas of health psychology, focusing on the bio-psycho-social concept of human beings, which links biological, psychological, and social factors influencing health and illness.

Syllabus

1. The concept of health and illness
2. Holistic approaches to health
3. Personality and its influence on health
4. Psychosomatics
5. Mental hygiene and relaxation
6. Stress
7. Burnout syndrome
8. Social support and its influence on health
9. Exercise, diet, and their influence on mental health

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

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

Sleep Hygiene (4 ECTS)

Course objectives

The aim of the course is to provide students with comprehensive knowledge about sleep and its importance for mental and physical health. To familiarize students with the principles of sleep hygiene and practical tools for promoting healthy sleep, which they can use both for self-regulation and when working with clients in psychological practice.

Syllabus

1. Fundamentals of sleep neurophysiology
2. Circadian rhythms and the role of light
3. Functions of sleep, sleep deprivation
4. Chronotypes and individual sleep needs
5. Sleep throughout life
6. Sleep disorders
7. Sleep as a valuable indicator
8. Sleep questionnaires and methods of measuring sleep
9. Sleep hygiene
10. Psychological interventions (CBT-I, relaxation)
11. Sleep and mental health. Emotions and stress.
12. Specific groups: shift workers, parents, and sleep.

Social Andragogy (4 ECTS)

Course objectives

Today, at the beginning of the 21st century, few people doubt that andragogy is a separate social science discipline with its own justification. However, since it is a relatively young science from a historical perspective, it must constantly prove its legitimacy. The viability of andragogy depends primarily on its further development, deepening, and expansion of the theoretical and practical knowledge it brings. It also depends on its penetration into areas that may be less interesting from an economic point of view but are very important for society and the individuals who create it, such as the social sphere.

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

- comprehensively orient themselves in social andragogy issues with a focus on the social aspects of adult education and andragogical analysis of the formative factors of adult personality
- firmly anchor and define social andragogy in the system of related applied sciences dealing with social issues
- summarize theoretical knowledge of social andragogy and its applicability in practice
- demonstrate the possibilities of applying social andragogical counseling using specific practical examples
- evaluate the current state and development trends of social andragogy

Syllabus

1. Social andragogy – constitution and concept of the discipline
2. Subject and place of social andragogy in the system of sciences
3. Relationship of social andragogy to integral andragogy
4. The relationship between social andragogy, social pedagogy, social psychology, and social work
5. The social dimension of adult education
6. Social andragogical counseling
7. Ethical issues in counseling and therapy
8. Current situation and changes in society
9. Social andragogical characteristics of the family
10. Current state and prospects of education for specific groups of adults
11. Institutionalization of social andragogical activities
12. Social andragogical analysis of the media
13. Social andragogical research – results to date and current tasks