

Course list

Spring 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
- Scroll lower for course syllabus/description
- All courses are held in-class in English (Recommended level EN-B2)

Schedule groups (A/B/C)

- Courses are divided into three schedule groups
- Students have to **choose courses from only one schedule group** to avoid overlaps
- A/B - Bachelor level courses
- C - Master level courses

Evaluation scale (ECTS)

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

Schedule group A (Bachelor level)

Code	Course name	ECTS	Group
GEP	Global Economy	4	A
BUEC	Business Economics	4	A
MASKE	Management Skills	4	A
SHRM	Strategies for 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
SOGE	Socioeconomic Geography	4	A
TCR	Tourism in the Czech Republic	4	A
EHG	Entrepreneurship in Hospitality and Gastronomy	6	A
PEMA	Professional English in Management	4	A
INCO	Intercultural Communication	4	A

Schedule group B (Bachelor level)

Code	Course name	ECTS	Group
THED	Theory of Education	4	B
SOMA	Somatopathology	4	B
MAPS	Managerial Psychology	4	B
ADBE	Addictive Behaviours	4	B
PEP	Professional English in Psychology	4	B
CCP	Cross-Cultural Psychology	4	B
FOPS	Forensic Psychology	4	B
CYCR	Cyber Crime	4	B
EEU	EU Institutions and Governance	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
ISOG	International Security Organizations in a Global World	4	B

Schedule group C (Master level)

Code	Course name	ECTS	Group
DFFI	Digital Finance and FinTech Innovation	6	C
GSC	Green Supply Chain Management	6	C
IPD	Innovation and Product Development	6	C
TEMAM	Technology Management	6	C
BEEC	Behavioral Economics	6	C

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 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

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 nature of business and entrepreneurship, the business environment (entrepreneurship and enterprise, business environment, surroundings of the enterprise), factors of production and their classification
2. Classification of enterprises (legal form, field of business, company size)
3. Business life cycle (establishment, growth and stabilization, crisis, restructuring, termination)
4. Company assets and their valuation (asset structure, non-current assets, current assets)
5. Capital structure and sources of financing (equity, debt financing)
6. Business efficiency and its categories (costs and their relationship to factors of production, business performance, its quantification and use)
7. Organizational and information structure of a company
8. Basic variables of business economics
9. Corporate financial statements
10. Financial analysis
11. Financial decision-making
12. Investment decision-making

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

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's theory of cultural types
10. Specifics of cultural areas - Western, Islamic
11. Specifics of cultural areas – Hindu, Buddhist, and Confucian
12. Specificity of cultural areas - African, Latin American

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

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

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 (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 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)

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

Socioeconomic Geography (4 ECTS)

Course objectives

The aim of the basic course Socioeconomic Geography is to teach students to think geographically and to provide them with a comprehensive overview of the spatial organization and development of the socio-economic system. Students will also become familiar with elementary geographical research methods and procedures. Attention will be paid primarily to the Czech Republic and Europe in a global perspective.

Syllabus

1. Development of modern geographical thinking
2. Population geography – population distribution and its structure
3. Population geography – population dynamics, population estimates, projections and forecasts, trends
4. Geography of settlements – settlements and their types, development of settlement systems, European settlement system, system of global cities
5. Geography of cities – pre-industrial, industrial and post-industrial cities
6. Geography of agriculture – position in the national economy, localization, crop and livestock production, trends
7. Geography of industry – classification of industry, methods of industry evaluation, localization factors, characteristics of selected industrial sectors, trends
8. Geography of transport – development of individual modes of transport, current trends
9. Geography of services – services and their economic importance, theory of three sectors, classification of services, production services, spatial distribution of services (Christaller's theory of central places), trends
10. Geography of tourism – forms and types of tourism, localization factors, trends
11. Environmental problems of the world – climate, water, soil, deforestation, extinction of species, use of nuclear energy, etc.

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 EN-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

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 EN-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. Organizational 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

EU Institutions and Governance (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

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.

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

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

Theory of Education (4 ECTS)

Course objectives

The course is devoted to exploration of issues facing educational theory. It approaches this field not only from the perspective of special education, but also from the perspective of social education. It deals with the question of human educability, including the economic and social context of education and training. The course content includes professional terminology, an analysis of the basic components of education with emphasis on the moral development of the personality, the issue of freedom and discipline in relation to human responsibility, including the possibilities of educational action.

The course deals with the educational role of the family, the position of the pupil in the school classroom, and the educational system of the school. Attention is also paid to the pedagogical challenges of how to make use of free time.

Syllabus

1. Definition of the concept of education, system of pedagogical disciplines; the subject of educational theory, components of education
2. Morality, its development and importance in human life; freedom and discipline in relation to human responsibility
3. Moral development of a personality, the role of upbringing; the relation of ethics to etiquette
4. The educational function of the family; deficits in family upbringing and possibilities of overcoming these shortcomings
5. Cooperation of the school with parents of students, organization of parents; forms of work of the class teacher with parents of students
6. Educational principles and their relation to didactic principles
7. Educational methods, their classification and practical use
8. Pupil motivation as a pedagogical-psychological problem
9. Pedagogical diagnostics, its aims, means and importance in the teacher's work
10. Personality of a teacher, conditions of their success; competence, authority and prestige, current problems of the teaching profession
11. Pupil and school class, social behavior of the pupil, possibilities of pedagogical influence; educational system of the school, school rules, student government, school traditions
12. Pedagogical challenges of how to make use of free time; social environment of youth; extracurricular educational and social institutions; the main causes of socially pathological phenomena and prevention

Forensic Psychology (4 ECTS)

Course objectives

The aim of the course is to familiarise students with theoretical and practical knowledge from various areas of forensic psychology, so that they can apply it effectively in the field of security and public safety.

Upon successful completion of the course, students will be able to demonstrate knowledge of psychological insights into the personality of the offender and the psychology of victims of crime.

Syllabus

1. Course introduction
2. Criminal offenders
3. The psychology of mass and serial killers
4. Domestic violence, CAN syndrome
5. Stalking
6. Robberies
7. Victimology: the psychology of crime victims
8. The psychology of interrogation
9. Assessing the credibility of testimony
10. Online risks
11. Addictive behaviour in the online environment
12. New trends in forensic psychology

International Security Organizations in a Global World (4 ECTS)

Course objectives

The goal of this course is to provide students with a comprehensive understanding of the mandates, structures, decision-making processes, and operational mechanisms of key international security institutions. Alongside a historical overview of their evolution, the course analyzes the strategic functions and policy relevance of organizations such as the United Nations (UN), the North Atlantic Treaty Organization (NATO), the Organization for Security and Co-operation in Europe (OSCE), and the European Union (EU), as well as other regional security organizations.

Syllabus

1. International and security organizations in the first half of the 20th century
2. The emergence and development of international security organizations after World War II
3. The UN and its mission in maintaining international peace and security
4. NATO - history, organizational structure and functioning mechanism, role in resolving crises in the world
5. EU - history of security cooperation within the framework of European integration, common security and defense policy
6. NATO and EU cooperation in the field of security
7. Organization for Security and Cooperation in Europe (OSCE)
8. European organizations and platforms; Visegrád Group, Slavkov Triangle, Three Seas Initiative, etc.
9. Global organizations (G7, G20, BRICS, ASEAN)
10. Global state actors vs. international organizations
11. Practical exercise - simulation of the functioning of key security organizations in resolving a crisis situation
12. Practical exercise - simulation of the functioning of key security organizations in resolving a crisis situation

Digital Finance and FinTech Innovation (6 ECTS)

Course objectives

This course explores how digital technologies are transforming the financial sector, from payments and banking to investment and regulation. Students will examine fintech business models, blockchain and digital assets, algorithmic and robo-advisory services, and the regulatory frameworks shaping the industry. Through case studies and practical exercises, students will develop a critical understanding of how digital innovation creates value and risk in modern finance

Syllabus

1. Introduction to Digital Finance
2. Digital Banking
3. Digital Payments
4. Blockchain Fundamentals
5. Crypto-assets and DeFi
6. AI in Investing
7. AI in Lending
8. InsurTech
9. Regulation of Digital Finance
10. Cybersecurity and Digital Risk
11. Case Studies
12. Final Presentations

Green Supply Chain Management (6 ECTS)

Course objectives

This course reflects the growing demands for environmental and social responsibility within supply chains (ESG, the circular economy, the EU legislative framework). Students will gain an overview of methods for reducing the carbon footprint in transport and warehousing, the principles of reverse logistics, and sustainability measurement tools, which are key to modern reporting and supplier management.

Syllabus

1. Principles of Green Supply Chain Management (GSCM), the ESG framework and legislation (CSRD, taxonomy)
2. Measuring emissions in logistics: Scope 1, 2 and 3, carbon footprint calculations (GHG Protocol)
3. Green transport and distribution: intermodal transport, alternative propulsion systems, shipment consolidation
4. Sustainable warehousing: energy management, green buildings (LEED, BREEAM), eco-friendly packaging
5. Reverse logistics: take-back schemes, refurbishment, recycling and circular supply networks
6. Sustainable procurement: ESG supplier assessment, auditing and traceability
7. Technologies for supply chain transparency (IoT, blockchain for raw material traceability)
8. The business case for sustainability: how to combine reducing the environmental footprint with cost savings

Innovation and Product Development (6 ECTS)

Course objectives

This course introduces students to the principles and practices of modern innovation and product development, from identifying customer needs and opportunities to designing, validating, developing and launching new products and services. Through case studies and practical workshops, students will learn how customer, business and technology perspectives can be integrated to turn ideas into viable products and create value for both customers and organisations.

The goal of this course is to introduce students to the principles and practices of modern innovation and product development, from identifying customer needs and generating ideas to validating, developing and launching new products and services.

The course emphasizes a customer-centric and evidence-based approach to innovation and demonstrates how product, business and technology perspectives can be integrated throughout the product development process.

Syllabus

1. Innovation and Product Development
2. Understanding Customers and Their Needs
3. Ideation and Opportunity Identification
4. Product Concept and Value Proposition
5. Prototyping and Validation
6. From Product Concept to Development
7. Launch and Go-to-Market
8. Data-Driven Product Development

Technology Management (6 ECTS)

Course objectives

The aim of the course is to introduce students to the principles of technology and innovation management and their role in a market economy, with a focus on the development and diffusion of technologies.

After successful completion of the course, students will be able to analyse the market environment for a selected technology and assess the potential of a selected technology under different market conditions.

Syllabus

1. Introduction to technology and innovation management
2. Technology development and diffusion
3. Innovation and technology in a market economy
4. Market environment for new technologies
5. Market potential of selected technologies
6. Technology assessment in different market conditions
7. Case studies in technology and innovation management
8. Teamwork and team roles
9. Development of a semester project
10. Presentation and discussion of semester projects

Behavioral Economics (6 ECTS)

Course objectives - will be added soon

Syllabus - will be added soon