

DETAILS OF THE DEGREE PROGRAMME

Business Management Faculty of Economics and Administration

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Contents

1 Basic information about the degree programme	2
1.1 Programme description	2
1.2 Study plans	3
1.2.1 Business Management (full-time, single-subject)	3
2 Characteristics of the courses	5
2.1 Fundamental theoretical profile core courses (Z)	5
2.2 Profile core courses (P)	10
2.3 Other compulsory and selective courses	17
3 Provision of personnel	28
3.1 Guarantors of the profile core courses	28
3.2 Teacher(s)	30
3.3 Composition of pedagogical staff by age	33
3.4 Number of foreign pedagogical staff	33
3.5 Publications	33

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1 Basic information about the degree programme

Business Management

<i>Guarantor</i>	doc. Ing. Bc. Petr Suchánek, Ph.D.	<i>Standard length of studies</i>	2 y.
<i>Faculty</i>	Faculty of Economics and Administration	<i>Abbreviation</i>	N-PEMA
<i>Study mode</i>	full-time	<i>Degree</i>	Ing.
<i>In cooperation with</i>	—	<i>Code</i>	N0413A050005
<i>Type</i>	master's degree programme (following the bachelor's one)	<i>Language of instruction</i>	English
<i>Profile</i>	academic	<i>Advanced Master's state examination</i>	no
<i>Field of education</i>	Economic Sciences (100 %)	<i>Status</i>	active

1.1 Programme description

Objectives

The aim of this program is to deepen the understanding of the purpose and the functioning of the business sphere, in particular enterprises, their organizational structure, management, economy and financing. An important area of the study is mastering the analysis and design of management systems, including knowledge of management and managerial skills. Studying psychological, socio-cultural, business and other communication skills is part of the study. The complex of acquired knowledge and skills thus forms a top manager capable of covering all the essential aspects of the functioning of the company with the ability to manage the business properly and efficiently.

Learning Outcomes

After successfully completing his/her studies the graduate is able to:

1. is able to identify, analyze and creatively solve the problems related to the functioning of selected areas of the enterprise with the application of acquired knowledge and the use of acquired skills;
2. knows how to apply specific methods, techniques, tools and standard practices to the realities of corporate practice;
3. can evaluate the opportunities and risks associated with the strategic and sustainable development of the business; in the context of Society 4.0;
4. understands the theoretical knowledge of specialized disciplines related to business economics and management,
5. be able to apply this knowledge to solving model and practical situations;
6. is able to participate in the solution or manage projects related to specific areas of practice;
7. can search and work with relevant data and information, including the use of ICT resources, and evaluate them in accordance with practical tasks;
8. understand the theoretical knowledge of specialized disciplines related to business economics and management,
9. is able to analyze the business environment in international and the global environment and use the results for entrepreneurial plans;
10. understands the impact of trading on society and its development in the context of social responsibility and ethical behavior;
11. knows enterprise information systems used in business management and for evaluating the economic aspects of an enterprise;
12. can communicate verbally and in writing in English in the course of dealing with partners and is able to act adequately on the conditions of social interaction;
13. is able to present and defend his or her opinion on a practical problem based on knowledge and professional judgment;
14. is able to participate, respectively. to organize and manage innovation and entrepreneurial activities in enterprises;

Occupational Profiles of Graduates

Graduates have such managerial skills as effective use of time, successful negotiation with business partners, creating public image, effective leadership, effective motivation of colleagues, the art of dealing with people and developing general communication skills, that enables them to hold leading management positions.

Thanks to the specialized focus of the studied subjects, the graduates of the field have opened possibility of realization in commercial enterprises in general (e.g. in higher management positions), or its specialized sections (e.g. purchasing, marketing, trade, etc.). Graduating from a Master's degree program enables graduates to deepen the general knowledge base of economic sciences and to link them with practical application. The demand for graduates with managerial and business-economics skills is nowadays very timely given the rapidly changing business conditions and growing competition. This requires managers and professionals with a broad insight and ability to apply expertise to everyday practice, to support other people in the same. At the same time, however, graduates of a Master's degree program also need a deeper, specialized knowledge of selected areas of management and business

economics, which their business economics and management provide through compulsory-selectable blocks. The overall universality of the study (including the previous Bachelor's) enables graduates to apply in a wide variety of diverse businesses (above all) and organizations and represents a significant competitive advantage of the program.

Practical Training

The studies do not require the obligatory practical training of students in enterprises and leaves this area at the initiative of the students. However, ESF MU actively supports internships - students have the opportunity to enroll in the course Praxe (Practical Training) and, if necessary, to take advantage of pre-arranged positions in enterprises. Within this subject, usually three-week practice is rated by credits, but does not give an excuse from the compulsory parts of teaching subjects. Another option is the foreign work placements realized through the Erasmus+ program.

Goals of Theses

The standard length of the Master's thesis is 60-80 pages (without attachments). Diploma theses have usually two basic parts - theoretical, representing the professional background, and practical, solving a defined managerial problem in a particular enterprise. The student demonstrates his ability to write a comprehensive technical text, including the ability to find, analyze and propose a concrete solution to the practical problem of a real enterprise, which can not generally be described as trivial (i.e. its solution requires deeper analysis). The guidelines for the elaboration of the thesis are regulated by the ESF Directive No. 9/2017 on the creation, submission, publication and evaluation of the final (bachelor's and diploma) theses.

Access to Further Studies

The graduate of the Master's Program can (after fulfilling the conditions of admission) continue in the doctoral study program Business Economics and Management, respectively in another related program.

Additional Information

<https://www.econ.muni.cz/en/admissions/masters-studies/field-of-study/business-management>

1.2 Study plans

1.2.1 Business Management (full-time, single-subject)

Code	E10401
Abbreviation	NPEMA01
Study Mode	master's full-time single-subject
Status	active

Parts of the final state examination and its content

The final state examination consists of the final thesis defence and of the debate on the content of profile core courses and fundamental theoretical profile core courses.

Suggestion of theses topics and the topics of defended theses

Performance of Multinational Company: <https://is.muni.cz/th/443755/>

Marketing of non-profit organization: <https://is.muni.cz/th/448392/>

The Effect of Ownership Structure on Corporate Financial Performance: <https://is.muni.cz/th/443754/>

Project Management: <https://is.muni.cz/th/443758/>

Aquisition in a multinational enterprise: <https://is.muni.cz/th/448405/>

Recommended progress through the study plan

Diplomová práce (min 20kr.)

Code	Name	Guarantor	Type of Compl.	Extent and Intensity*	Credits	Term	Profile Cat.**
MPH_ADS1	Diploma seminar 1	P. Suchánek	z (credit)	0/2/0	12	3	P
MPH_ADS2	Diploma seminar 2	P. Suchánek	z (credit)	0/2/0	12	4	P
MPH_ADTH	Diploma thesis assignment	P. Suchánek	z (credit)	0/0/0	3	2	P

27 credits

Povinné předměty (P a PV více než 90kr.)

Code	Name	Guarantor	Type of Compl.	Extent and Intensity*	Credits	Term	Profile Cat.**
MPE_AMI2	Microeconomics 2	Š. Krčál	zk (examination)	2/0/0	4	1	Z
MPE_ACMI	Seminar in microeconomics	O. Krčál	z (credit)	0/2/0	5	1	P
MPJ_PJPSFS	Presentation Skills for Foreign Students	E. Punčochářová	zk (examination)	0/2/0	4	1	-
MPH_ACOP	Consultancy Project	P. Smutný	zk (examination)	1/3/0	8	1	P
MPE_AMA2	Macroeconomics 2	Č. Tomeš	zk (examination)	2/0/0	4	2	Z
MPE_ACMA	Seminar in macroeconomics	J. Čapek	z (credit)	0/2/0	5	2	P
MPH_AHMR	Human Resources Management	J. Procházka	zk (examination)	2/2/0	8	2	-
MPH_CSMR	Business Research	R. Škapa	zk (examination)	1/2/0	4	2	P
MPH_AIMA	International Management	S. Žáková Talpová	zk (examination)	1/1/0	4	2	P
MPH_STMA	Strategic Management	P. Marciánová	zk (examination)	0/2/0	4	2	Z
MPH_ACMS	Corporate Management System	O. Částek	zk (examination)	2/2/0	8	2	Z
MPF_AFAP	Corporate Finance	Š. Lyócsa	zk (examination)	2/2/0	6	2	P
XPX_ACAD	Academic writing	M. Guzi	z (credit)	0/2/0	4	2	-

68 credits

Povinně-volitelné předměty

Blok Marketing

Code	Name	Guarantor	Type of Compl.	Extent and Intensity*	Credits	Term	Profile Cat.**
MPH_AINT	International Trade	S. Žáková Talpová	zk (examination)	1/1/0	4	3	-
MPH_AMEU	Marketing in the EU	A. Klupalová	zk (examination)	0/2/0	4	3	-
MPH_COSR	Corporate Social Responsibility	P. Smutný	zk (examination)	0/2/0	5	3	-

continued on the next page

Code	Name	Guarantor	Type of Compl.	Extent and Intensity*	Credits	Term	Profile Cat.**
MPH_IMAR	International Marketing	D. Mladenović	zk (examination)	2/0/0	5	3	-
					18 credits		

Blok Management

Code	Name	Guarantor	Type of Compl.	Extent and Intensity*	Credits	Term	Profile Cat.**
MPH_BUPM	Business Process Management	R. Škapa	zk (examination)	1/2/0	4	3	-
MPH_AMA2	Management 2	O. Částek	zk (examination)	1/1/0	4	3	-
MPH_AOPR	Operations Research and ERP	J. Skorkovský	zk (examination)	2/2/0	8	3	-
					16 credits		

*Extent and Intensity provides information on teaching sessions and their amount. The information listed relates to lectures/seminars/other teaching activities (laboratory practice, projects, etc.).

**Profile category describes if the course is in Profile core courses (P) or in Fundamental theoretical profile core courses (Z).

2 Characteristics of the courses

This chapter contains the characteristics of required and selective courses from study plans templates.

2.1 Fundamental theoretical profile core courses (Z)

It is a subset of profile core courses (P) (see 2.2) of such importance for the graduate's profile completion that it constitutes the core of all programmes' study plans.

ESF:MPE_AMA2 **Macroeconomics 2**

4 credits, type of completion zk (examination), course guarantor prof. Ing. Zdeněk Tomeš, Ph.D.

Teacher(s)

Ing. Jan Čapek, Ph.D. (lecturer)
 prof. Ing. Zdeněk Tomeš, Ph.D. (lecturer)
 doc. Ing. Libor Žídek, Ph.D. (lecturer)
 Alla Kachur (seminar tutor)

Course objectives

The main objective is to introduce students to modern macroeconomics. The objectives are to

- offer a balance between short-run and long-run issues in macroeconomics,
 - integrate the insights of Keynesian and classical theories,
 - present macroeconomics using a variety of simple models,
 - emphasize that macroeconomics is an empirical discipline, motivated and guided by a wide array of experience.
- To this end, numerous Case Studies are presented that use macroeconomic theory to shed light on real-world data and events.

The approach followed in the course asks students to think like economists, who always keep various models in mind when analysing economic events or public policies.

Teaching methods

lectures

Assessment methods

Final written multiple-choice test + weekly self-correction exercises + semestral project.

Learning outcomes

After successful completion, student will be able to competently discuss various macroeconomic topics and understand the underlying mechanisms behind observed macroeconomic development.

More specifically, student will be able to, among others,

- explain the difference between short-run and long-run models,
- understand the determination of output in the long run and describe the deviations of output from potential product in the short run,
- distinguish the main determinants of long-run economic growth,
- predict the effects of fiscal and monetary policies in various macroeconomic conditions.

Syllabus

Macroeconomic data
National Income
Money and Inflation
Open Economy
Economic growth
ISLM model
Mundell-Fleming model
Aggregate Supply and Phillips Curve
Monetary and Fiscal Policy

Literature

required literature

MANKIW, N. Gregory. *Macroeconomics*. Tenth edition. New York: Macmillan international, higher education, 2019. xxxv, 612. ISBN 9781319105990.

MANKIW, N. Gregory. *Macroeconomics*. Ninth edition. New York: Worth Publishers, 2016. xxxv, 642. ISBN 9781464182891.

ESF:MPE_AMI2 Microeconomics 2

4 credits, type of completion zk (examination), course guarantor doc. Ing. Ondřej Krčál, Ph.D.

Teacher(s)

Luca Fumarco, PhD (lecturer)
doc. Ing. Ondřej Krčál, Ph.D. (lecturer)
prof. Ing. Zdeněk Tomeš, Ph.D. (lecturer)

Course objectives

The goal of the course is to teach students intermediate microeconomic theory. The course provides students with the knowledge necessary for further studies of microeconomics on the doctoral level.

Teaching methods

lectures, application, class discussion

Assessment methods

Final exam: written test. Any copying, recording or leaking tests, use of unauthorized tools, aids and communication devices, or other disruptions of objectivity of exams (credit tests) will be considered non-compliance with the conditions for course completion as well as a severe violation of the study rules. Consequently, the teacher will finish the exam (credit test) by awarding grade "F" in the Information System, and the Dean will initiate disciplinary proceedings that may result in study termination.

Learning outcomes

After completing the course the students will be able to:

- apply the theory of consumer, in particular they will be able to find optimum choices of consumers and derive demand functions for different preferences;
- understand the basic properties of demand;
- determine the effects of a price change on consumers' welfare;
- apply the model of a firm;
- explain the interaction between consumers and firms in competitive and imperfectly competitive markets, in particular in monopolistically competitive market, in a monopoly and an oligopoly;
- describe the concept of general equilibrium;
- apply the basic concepts of consumer theory to situations under uncertainty and explain the main problems related to asymmetric information.

Syllabus

1/ Budget Constraint, Preferences and Utility
2/ Choice and Revealed Preferences
3/ Demand and Slutsky Equation
4/ Consumer's Surplus and Market Demand
5/ Uncertainty and Equilibrium
6/ Technology and Profit Maximization
7/ Cost Minimization and Cost Curves
8/ Firm Supply and Industry Supply
9/ Monopoly and Monopoly Behaviour
10/ Oligopoly
11/ Game Theory and Asymmetric Information
12/ Exchange and Production
13/ Behavioral Economics

Literature**required literature**

VARIAN, Hal R. *Intermediate microeconomics : a modern approach*. 8. ed. New York: Norton, 2010. xxiv, 739. ISBN 9780393934243.

BERGSTROM, Theodore C. and Hal R. VARIAN. *Workouts in intermediate microeconomics*. 8th ed. New York: W.W. Norton, 2009. 562, 38. ISBN 9780393935158.

ESF:MPH_ACMS Corporate Management System

8 credits, type of completion zk (examination), course guarantor doc. Ing. Ondřej Částek, Ph.D.

Teacher(s)

doc. Ing. Ondřej Částek, Ph.D. (lecturer)
 doc. Ing. Ondřej Částek, Ph.D. (seminar tutor)
 doc. Ing. Radoslav Škapa, Ph.D. (lecturer)
 Ahad Zareravasan, PhD (seminar tutor)
 Ahad Zareravasan, PhD (lecturer)
 Ing. Petr Smutný, Ph.D. (seminar tutor)
 Ing. Petr Smutný, Ph.D. (lecturer)
 doc. Ing. Alena Klupalová, Ph.D. (seminar tutor)
 doc. Ing. Alena Klupalová, Ph.D. (lecturer)

Course objectives

The aim of this course is to introduce and develop system thinking in students that they can use for better management of enterprise internal activities and processes (linked internally and to the external environment). According to the general theory of systems, an enterprise is viewed in this course as a multisystem and the knowledge of its each system is vital for understanding the company as the whole and its management.

Teaching methods

lectures; team projects; individual projects (Witness); homeworks - reading;

Assessment methods

To pass the course successfully, students have to meet the following requirements:

- 1) To play an e-learning game and to achieve the goal set by the instructor (dr. Petr Smutný). Result in the game makes up 15% of the final grade.
- 2) To take a practical exam in Witness and to achieve the goal set by the instructor (dr. Ondřej Částek). Result in the practical exam makes up 15% of the final grade.
- 3) Obtaining at least 60% points from the mid term (35% of the final grade) and final exam (35% of the final grade). Who does not achieve the limit of 60% has to re-take the exam. The date of re-take is given in course schedule, the date of second re-take will be agreed individually with each student. Who fails to achieve 60% even in the re-take exam is allowed to re-take it once more; however, this is the last chance.

Any copying, recording or leaking tests, use of unauthorized tools, aids and communication devices, or other disruptions of objectivity of exams (credit tests) will be considered non-compliance with the conditions for course completion as well as a severe violation of the study rules. Consequently, the teacher will finish the exam (credit test) by awarding grade "F" in the Information System, and the Dean will initiate disciplinary proceedings that may result in study termination.

Learning outcomes

At the end course, students should be able:

- to define the basic concepts of systems science;
- to understand a company as complex system;
- to create models of complex systems and simulate them;
- to define terms related with BPM;
- to model and optimize business processes;
- to understand information systems, their benefits, and development;
- to define terms related with project management;
- to create a project plan;
- to define terms related with quality management;
- to define terms related with operations management;

Syllabus

Topics taught in the course:

1. Introduction to the System Theory
2. Modelling and Simulation
3. Business Process Management
4. Information Systems and Information and Communication Technologies
5. Project Management
6. Knowledge Management
7. Quality Management
8. Operations Management

Literature**required literature**

DUMAS, Marlon. *Fundamentals of business process management*. Heidelberg: Springer, 2013. xxvii, 399. ISBN 9783642331428.

LAUDON, Kenneth C. and Jane Price LAUDON. *Management information systems : managing the digital firm*. 10th ed. Upper Saddle River: Pearson Prentice Hall, 2007. xxxiv, 645. ISBN 0131579843.

RUSSELL, Roberta S. and Bernard TAYLOR. *Operations management : quality and competitiveness in a global environment*. 5th ed. Hoboken: Wiley, 2006. xxii, 808. ISBN 0471692093.

recommended literature

WESKE, Mathias. *Business process management : concepts, languages, architectures*. 2nd ed. Heidelberg: Springer, 2012. xv, 403. ISBN 9783642286155.

Encyclopedia of management. 6th ed. Detroit: Gale, 2009. 1066 s. ISBN 9781414438030.

MORECROFT, John D. W. *Strategic modelling and business dynamics : a feedback systems approach*. Chichester: John Wiley & Sons, 2007. xxxiv, 430. ISBN 9780470012864.

not specified

Recommended and required reading can be found in the interactive syllabus.

ESF:MPH_STMA Strategic Management

4 credits, type of completion zk (examination), course guarantor doc. Ing. Pavla Marciánová, Ph.D.

Teacher(s)

prof. Ing. Ladislav Blažek, CSc. (seminar tutor)
Tuck Lloyd Crawford MacRae, M. B.A. (seminar tutor)
doc. Ing. Pavla Marciánová, Ph.D. (seminar tutor)

Course objectives

We live in a world where geographical and cultural distances have been significantly diminished through rapidly changing technologies. It is a world where global competition can attack the profit sanctuaries of any firm, large or small. Executives and personnel from all functional areas of business must fully understand the internal and external factors that affect their organization. They must be able to analyze these factors, formulate a cohesive strategy that will secure the company's competitive position in this rapidly changing marketplace, and implement that strategy with meticulous precision.

This course introduces participants to the strategic management process through lectures, case studies, and group work. It demonstrates the need for analytical thought when dealing with the process and teaches how to formulate a cohesive strategy that is fully congruent with the strategic intent of the firm.

Teaching methods

This course introduces participants to the strategic management process through lectures, case studies, and group work. It demonstrates the need for analytical thought when dealing with the process and teaches how to formulate a cohesive strategy that is fully congruent with the strategic intent of the firm. Throughout the course participants are required to act the role of a senior executive and work on an executive team. Teams will be expected to set strategic directions, allocate resources in the face of global market uncertainty, integrate the various parts of the Organization, and fully understand the potential outcomes of their decisions. By the end of the course, participants will have been responsible for the formulation of a complex corporate strategy; they will have reshaped a company, and ensured that the firm will prosper in the rapidly changing global economy.

Although the course primarily deals with firms operating within the economic or market domain, the tools and processes are also applicable to organizations in the state and civil society domains.

Assessment methods**There will be three student grading points as follows:**

1. A group assignment worth 20% of the total grade. At the beginning of the term, students will be supplied with a case study to which they must apply the course materials in order to solve the case. For this assignment, groups must perform an external analysis based on information from the case. This analysis must be presented in class.

2. Based on the corrected results from deliverable one and utilising the internal analysis and matching tools taught in the course, groups will be required to formulate a comprehensive, viable strategy for the company presented in the case. The results of their analysis are to be presented in class. This assignment is worth 30%.

3. A final, closed book, written exam worth 50% of the final grade will be administered at the end of the course. The exam will consist of short answer questions pertaining to the application and construction of the analytical tools used in class and in the group project. Any copying, usage of other peoples work or presentations, or carrying out the exam using forbidden aids including textbooks, notes, any communication devices or any other breach of objectivity of the exam is regarded as a failure to meet the obligations of the subject and as a serious breach of study regulations. As a consequence, the teacher grades the student with "F" and the dean is allowed to initiate a disciplinary action, which might lead to the termination of the studies.

Learning outcomes

Learning Outcomes Upon successful completion of the course, participants should be able to: Understand the importance of strategic management to the survival of the firm in a rapidly changing global environment. Discuss and apply a variety of models and tools used to analyze the internal and external factors that influence a firm's ability to engage and succeed in the marketplace. Make sense of conflicting data and understand the importance of exercising judgement in the absence of preferred practices or perfect solutions. Consolidate information and utilize it in the formulation of strategic alternatives. Through evaluation techniques, determine the most appropriate strategy for the firm while understanding the trade-offs and risks.

Syllabus

READ THIS SYLLABUS CAREFULLY. It is mandatory that you come to class prepared to discuss the assigned homework, reading materials and casework. The course addresses the following topics:

Strategic management overview: 1. The global economy and strategy
2. Culture and its impact on strategic thought

Strategies in Action: 1. Corporate planning horizons
2. Strategic drift
3. Strategic management as a process
4. Types of strategies

External analysis models and tools 1. Porter's five forces
2. Boston Consulting Group advantage matrix
3. Competitive environment analysis
4. Industry attractiveness analysis
5. Industry lifecycle analysis
6. SWOT analysis
7. External factor evaluation matrix

Internal analysis and tools 1. What is internal analysis
2. Financial analysis
3. Company capability profiling
4. Growth vector analysis
5. Product portfolio matrix
6. Product lifecycle analysis
7. SWOT analysis
8. Vulnerability analysis
9. Internal factor evaluation matrix

Strategy formulation tools 1. Formulation overview
2. SWOT matrix
3. Strategic position and action evaluation tool
4. Strategic options and generic strategies
5. Product portfolio matrix
6. Internal-External matrix
7. Directional policy matrix
8. Grand strategy matrix

Decision tools 1. Quantitative strategic planning matrix
2. Stakeholder analysis matrix
3. Assessment of cultural impact
4. Cultural fit

Literature

required literature

Strategic Management: Strategy Formulation, Tuck MacRae

recommended literature

JOHNSON, Gerry, Richard WHITTINGTON and Kevan SCHOLLES. *Fundamentals of strategy*. 2nd ed. Harlow, England: Pearson, 2012. xix, 284. ISBN 9780273757252.

Fred R. David, Forest R. David. *Strategic Management: A Competitive Advantage Approach, Concepts & Cases*. 15th ed., 2015, ISBN-10-133444791

Cornelis A. De Kluyver, John A. Pearce. *Strategy: A View From The Top*. 4th ed., 2012, ISBN-10-132145626

not specified

Norman M. Scarborough, Jeffrey R. Cornwall. *Entrepreneurship and Effective Small Business Management*. 11th ed., 2015, ISBN-10-133506320

2.2 Profile core courses (P)

These are required or selective courses, the completion of which the student acquires the knowledge or skills essential to achieving the programme of study learning outcomes. The content of these subjects is included in the final state exam.

ESF:MPE_ACMA Seminar in macroeconomics

5 credits, type of completion z (credit), course guarantor Ing. Jan Čapek, Ph.D.

Teacher(s)

Ing. Jan Čapek, Ph.D. (seminar tutor)
 Alla Kachur (seminar tutor)
 doc. Ing. Libor Žídek, Ph.D. (seminar tutor)

Course objectives

The main goal of the course is to complement theoretical knowledge about macroeconomics with practical applications. Specifically, the goal is to

- illustrate the working of macroeconomic mechanisms by using examples with real macroeconomic data,
- broadening the understanding of basic macroeconomic principles with practical historical examples,
- discuss possible different impacts of implemented economic policies,
- practise understanding mutual interrelationships between macroeconomic variables,
- develop the ability to think economically and use theoretical knowledge to explain the causes of specific macroeconomic phenomena and address specific macroeconomic problems.

Teaching methods

Seminars relate to the course Macroeconomics 2 and allow the student to solve examples, elaborate case studies and discuss.

Assessment methods

two written tests during the semester + points for active participation in the seminars

Learning outcomes

Upon successful completion of this course, the student will have a broader view of macroeconomics, will know the broader links among macro-variables and will be able to discuss specific macroeconomic problems.

Specifically, the student will be able to, for example,

- calculate basic macroeconomic variables such as GDP, inflation, or unemployment from underlying data,
- understand specific impacts on long-term economic growth of events such as changing the rate of savings, changing population growth, war, etc.
- calculate short- and long-term equilibria in simple macroeconomic models,
- consider alternative potential impacts of model changes in fiscal, monetary, or trade policy.

Syllabus

Macroeconomic data
 National Income
 Money and Inflation
 Open Economy
 Economic growth
 ISLM model
 Mundell-Fleming model
 Aggregate Supply and Phillips Curve
 Monetary and Fiscal Policy

Literature

required literature

MANKIW, N. Gregory. *Macroeconomics*. Tenth edition. New York: Macmillan international, higher education, 2019. xxxv, 612. ISBN 9781319105990.

MANKIW, N. Gregory. *Macroeconomics*. Ninth edition. New York: Worth Publishers, 2016. xxxv, 642. ISBN 9781464182891.

recommended literature

KAUFMAN, Roger T. *Student guide and workbook for use with Macroeconomics N. Gregory Mankiw*. 6th ed. New York: Worth Publishers, 2007. xiii, 378. ISBN 9780716773399.

ESF:MPE_ACMI Seminar in microeconomics

5 credits, type of completion z (credit), course guarantor doc. Ing. Ondřej Krčál, Ph.D.

Teacher(s)

Luca Fumarco, PhD (seminar tutor)
 Alla Kachur (seminar tutor)
 doc. Ing. Ondřej Krčál, Ph.D. (seminar tutor)
 prof. Ing. Zdeněk Tomeš, Ph.D. (seminar tutor)

Course objectives

The course Seminar in microeconomics supplements the course Microeconomics 2. The main goal of the course is to deepen students' knowledge of microeconomic theory and improve their ability to apply the theory in practice.

Teaching methods

Seminars are related to the course Microeconomics 2. In the seminars, students solve examples, elaborate case studies and make class experiments.

Assessment methods

Necessary to get 60 points out of the total amount of 108 points. Students can get 60 points for two tests and 48 points for the presence and for solving problems in the seminars.

Learning outcomes

After completing the course the students will be able to:

- derive theoretical concepts from consumer theory, theory of the firm, general equilibrium and theory of asymmetric information;
- apply microeconomic theory to stylized problems;
- analyze real consumer decisions, competitive behavior and market outcomes.

Syllabus

1. Introductory seminar
2. Budget Constraint, Preferences and Utility
3. Choice and Revealed Preferences
4. Demand and Slutsky Equation
5. Consumer's Surplus and Market Demand
6. Uncertainty and Equilibrium
7. Test + Technology and Profit Maximization
8. Cost Minimization and Cost Curves
9. Firm Supply and Industry Supply
10. Monopoly and Monopoly Behaviour
11. Oligopoly
12. Game Theory and Asymmetric Information
13. Test + Exchange and Production

Literature**required literature**

VARIAN, Hal R. *Intermediate microeconomics : a modern approach*. 8. ed. New York: Norton, 2010. xxiv, 739. ISBN 9780393934243.

BERGSTROM, Theodore C. and Hal R. VARIAN. *Workouts in intermediate microeconomics*. 8th ed. New York: W.W. Norton, 2009. 562, 38. ISBN 9780393935158.

ESF:MPF_AFAP Corporate Finance

6 credits, type of completion zk (examination), course guarantor prof. Ing. Štefan Lyócsa, PhD.

Teacher(s)

Ing. Bc. Jana Hvozdenková, Ph.D. (lecturer)
 prof. Ing. Štefan Lyócsa, PhD. (lecturer)
 Ing. Bc. Jana Hvozdenková, Ph.D. (seminar tutor)
 prof. Ing. Štefan Lyócsa, PhD. (seminar tutor)

Course objectives

The purpose of this course is to introduce techniques of financial analysis, with emphasis on topics in the corporate finance area.

This course aims to provide the students with the fundamental concepts, principles and approaches of corporate finance and financial analysis, enable the students to apply relevant principles and approaches in solving problems of corporate finance and financial analysis and help the students improve their overall capacities.

The students should have an understanding of fundamentals of economics and accounting.

This follow-up course requires previous knowledge about causality of information origin in a company resulting from its financial statements that are intended for external and internal users. It should allow students to understand financial outcomes, to enhance its informative value and to interpret it. Financial analysis and planning in companies is a very important part of financial management. It is also important for external agents interested in the information concerning the state of the company financial management. The course is, therefore, an important part of financial preparation for economists.

Teaching methods

Lectures, person-to-person seminars, data mining, ratios calculations, application of models of financial analysis, personal presentations

Assessment methods

The course is completed by a written exam. Admission to the exam is subject to passing two in-term tests, presenting a chosen topic and submitting and presenting a semester paper (case study) - both assessed "passed"

- * 2 in-term tests: 40 points in total, minimum to pass 24 points from each test
(if you will get less than 24 points from 1st of 2nd in-term test you will have a chance to write a replacement test consisting of everything we did during the whole semester - this will be held during the seminar last week of semester)
- * presentation of chosen topic: from -2 to 2 points (depends on the quality of the preparation and presentation)
- * presentation of case study: from -8 to 8 points (depends on the quality of the case study and the presentation)
- * active work during the seminars: 1 point for each seminar if you submit the solution of seminar paper in good quality and in time, otherwise 0 points (maximum per semester = 10 points)
- * final exam: 50 points, minimum to pass 30 points (60%)
- * FINAL GRADE: sum of all points you get during the whole semester (there is only half of the points from the in-term tests included)

If the total amount of all the points you have got during the semester will be bigger than 60 but you have got less than 30 points from the final exam you failed and must re-sit the final exam

A= 92 points and more

B= 84 - 91 points

C= 76 - 83 points

D= 68 - 75 points

E= 60 - 67 points

F= 59 points and less

* Maximum possible gain of points: $2 \cdot 40 / 2 + 2 + 8 + 10 + 50 = 110$

$2 \text{ in-term tests} / 2 + \text{presentation of topic} + \text{case study} + \text{activity in seminars} + \text{final exam}$

All your points will be recorded in notebook in information system continuously during whole semester.

Any copying, recording or leaking tests, use of unauthorized tools, aids and communication devices, or other disruptions of objectivity of exams (credit tests) will be considered non-compliance with the conditions for course completion as well as a severe violation of the study rules. Consequently, the teacher will finish the exam (credit test) by awarding grade "F" in the Information System, and the Dean will initiate disciplinary proceedings that may result in study termination.

Learning outcomes

- At the end of the course students should be able to:
- understand the theory of corporate finance and apply it
 - understand the theory of financial analysis and company planning and be able to use it;
 - understand methods of financial analysis applicable to analysis of historic development of a company;
 - understand methods of financial analysis applicable to monitoring the differences from a plan and prediction of a future company development;
 - analyse and interpret economic results;
 - recognize and qualify influences that have shaped these economic results

Syllabus

* Thematic plan of lectures:

- * 1) Introduction to corporate finance, basic types of financial management decisions, the role of the financial manager, forms of business organizations, the goal of financial management, the agency problem.
- * 2) The time value of money, future value and compounding, present value and discounting, annuities, perpetuities.
- * 3) Project analysis and evaluation, break-even analysis, operating leverage, financial leverage, cost of capital.
- * 4) Classification of financial accounting systems and generally accepted accounting principles (fundamentals of financial accounting), valuation of company assets — summarization of valuation principles, methods of company valuation and their impact on informative value of accounting;
- * 5) Property and financial structure of company — material definition of selected parts of balance sheet in extended version (as statement informing about company financial state at particular date), supplements to financial statements in extended version;
- * 6) Profit and loss statement in extended version (as statement informing about effect of economic activities in targeted period) and Cash flow statement — explanation of methodical procedures for preparation of cash flow statement in accordance with legislation in force, their comparison and assessment including changes that have increased its informative value, use of cash flow indicators for dynamic (retrospective) financial analysis and financial planning;
- * 7) Consolidated accounting statements — concepts, procedures, content and forms, utilization for financial analysis; Objectives and basic methodological instruments of financial analysis — function, phases, methodological principles and instruments used in financial analysis, users of financial analysis and their needs, external financial analysis;
- * 8) Extensive ratios of financial analysis — horizontal and vertical methods of financial analysis, cash funds and conception of fund concept of cash flow statement; Profitability ratios and their use - profitability ratios and their use, basic pyramidal factorization;
- * 9) Activity ratios — indicators monitoring parts of assets blocked in other than cash form in context of different impact on company profit; Pyramidal factorization of profitability of capital contributed, analysis of operating and financial risk — pyramidal factorization of equity profitability and profitability of total capital, multiplier of shareholder value (financial leverage), analysis of operating and financial risk, contribution margin;
- * 10) Indebtedness analysis — long-term solvency, fundamentals of financial structure in context of theoretical rules and methods of financial structure optimization, liquidity analysis — liquidity measurement;
- * 11) Indicators based on capital market data, indicators based on cash flow and net working capital;

- * 12) Prediction of financial tightness — Altmans Z-score, Index IN, Quicktest, Index bonity, Tafflers model, Beermans model;
- * 13) Aspects and creation of financial plan, long-term financial plan, short-term financial plan, basic methods for creation of financial plan, company budgets, traditional budget methods (incremental, ZBB, CMP) and new budget methods (PBB, KAIZEN, WCM and contingency attitudes);
- * Thematic plan of seminars:
- * All the seminars are conducted in an active form, i.e. practical exercises and case studies concerning above mentioned themes are solved there.
- * 1) Accounting and economics repetition, creating of pairs of students who will work together on the case study during the whole semester, choosing of the company for the case study
- * 2) Time value of money, calculating of net present value, internal rate of return, discounting...
- * 3) Break-even analysis, operating leverage, financial leverage
- * 4) Balance sheet — detailed material analysis of balance sheet in full range, creation of classes of assets and liabilities and their mutual connections;
- * 5) Profit and loss statement - detailed material analysis of profit and loss statement in full range, creation of classes of costs and revenues in context of creation of business margin, added value, operating, financial and extraordinary profit;
- * 6) Non-standards parts of assets, liabilities, costs and revenues — cases demonstrating origin of selected items and their influence on balance amount or profit — receivables resulting from subscribed equity, asset provisions, reserves, financial investments, equity and own shares, temporary debit accounts, deferred tax liability or receivable, variation in internally produced inventory and their influence on company results, self-manufactured asset revenue and their influence on company results and total influence on added value from company operating operations; Cash flow — use of balance sheet and profit and loss statement for preparation of cash flow statement by indirect method, analysis of operating, investing and financial cash flow in case studies. Methodical procedures of calculation of cash flow resulting from investments operations and cash flows connected with internal financing and refinancing - exercises (profit funds, accumulated profit from previous years and its distribution); Retrospective comparison of legislation related to cash flow statement (case study of forming cash flow statement using either "old" or "new" version and evaluation of their informative value for assessment of changes in company financial situation);
- * 7) In-term test 1;
- * 8) Full method for consolidation — case study regarding full consolidative method used in creation of consolidated accounting statement, consolidative difference, aspects of view on group of companies as one consolidated unit suppressing portion of ownership;
- * 9) Equivalent methods for consolidation - case study regarding consolidative method used in creation of consolidated accounting statement, consolidative difference, aspects of view on a group of companies on the basis of shareholders concept;
- * 10) Horizontal and vertical analysis — case study of selected Czech company in the course of two or three successive periods; Analysis of net working capital and cash receivable fund in exercises, in context of fund conception of cash flow statement;
- * 11) Profitability, activity and pyramidal systems — indicators (mainly Du Pont and INFA analysis) in case study;
- * 12) In-term test 2;
- * 13) Creation of financial plan — use of financial analysis for creating financial plan — case study;
- * Alternative overall in-term test;

Literature

required literature

ACCA Applied skills : financial management (FM) : study text. Wokingham: Kaplan Publishing, 2019. 32, 752. ISBN 9781787403918.

recommended literature

BREALEY, Richard A., Stewart C. MYERS and Franklin ALLEN. *Principles of corporate finance.* 8th ed. Boston: McGraw-Hill, 2006. xxviii, 10. ISBN 0072957239.

WESTERFIELD, Randolph and Jeffrey F. JAFFE. *Corporate finance.* Edited by Stephen A. Ross. 7th ed. Boston: McGraw-Hill, 2005. xxxiii, 94. ISBN 0072829206.

DAMODARAN, Aswath. *Applied corporate finance.* 3rd ed. Hoboken: John Wiley & Sons, 2011. xiv, 738. ISBN 9780470384640.

HOSKIN, Robert E. *Financial statement analysis for non-financial managers : property and casualty insurance.* Indianapolis: Dog ear publishing, 2011. 132 stran. ISBN 9781457504464.

ESF:MPH_ACOP Consultancy Project

8 credits, type of completion zk (examination), course guarantor Ing. Petr Smutný, Ph.D.

Teacher(s)

Ing. Jakub Čech (lecturer)
 Ing. Petr Smutný, Ph.D. (lecturer)
 Ing. Jakub Čech (seminar tutor)
 Ing. Petr Smutný, Ph.D. (seminar tutor)

Course objectives

This course looks at how organizational integrators influence the development of the firm. It enables students to learn and apply a variety of business engineering principles through the development of a Business Plan for a new company. The basic method of learning is through business modeling and investigative research. Working in teams, students will explore how companies develop and transform into highly functional entities from the holistic perspective. The lecturer will provide extensive examples from past experiences as a senior executive in a number of defense industry firms.

Teaching methods

Tuition has a form of lectures, seminars and self-study. Participation in seminars is obligatory.

Assessment methods

Students will be graded on attendance, class participation, peer reviews and a final colloquium which includes discussion and evaluation of a team project. Any copying, recording or leaking tests, use of unauthorized tools, aids and communication devices, or other disruptions of objectivity of exams (credit tests) will be considered non-compliance with the conditions for course completion as well as a severe violation of the study rules. Consequently, the teacher will finish the exam (credit test) by awarding grade "F" in the Information System, and the Dean will initiate disciplinary proceedings that may result in study termination.

Learning outcomes

At the end of this course, students should be able to:

- understand the company in its entirety
- integrate knowledge from different courses (such as the corporate economy, management, marketing, accounting, etc.) and apply it to the development of a Business Plan that can be used to raise start-up capital
- use teamwork

Syllabus

Introduction to the course Market analysis Company self-assessment Analysis evaluation and priority setting Strategy setting Team project

Literature**required literature**

SCARBOROUGH, Norman M. and Jeffrey R. CORNWALL. *Entrepreneurship and effective small business management*. Global edition. Boston: Pearson, 2015. 936 stran. ISBN 9781292060613.

STUTELY, Richard. *The definitive business plan : the fast track to intelligent planning for executives and entrepreneurs*. 3rd edition. Harlow, England: Pearson, 2012. xxiv, 352. ISBN 9780273761143.

ESF:MPH_ADS1 Diploma seminar 1

12 credits, type of completion z (credit), course guarantor doc. Ing. Bc. Petr Suchánek, Ph.D.

Teacher(s)

- doc. Ing. Ondřej Částek, Ph.D. (seminar tutor)
- doc. Ing. Alena Klapalová, Ph.D. (seminar tutor)
- Ing. Mgr. Michal Krčál, Ph.D. (seminar tutor)
- Tuck Lloyd Crawford MacRae, M. B.A. (seminar tutor)
- Ing. Petr Smutný, Ph.D. (seminar tutor)
- doc. Ing. Bc. Petr Suchánek, Ph.D. (seminar tutor)
- doc. Ing. Radoslav Škapa, Ph.D. (seminar tutor)
- Ing. Bc. Sylva Žáková Talpová, Ph.D. (seminar tutor)

Course objectives

The aim of this course is the preparation and implementation of the first phase of the thesis.

Teaching methods

Individual study and consultations with the supervisor.

Assessment methods

Preparation Diploma Thesis and participation in consultations are evaluated as requirements fulfilled/not fulfilled. Credits are granted at the supervisor the end of the semester after all criteria have been met.

Learning outcomes

- After completing the course, students will be able to:
- to select the correct strategy and tactics of scientific writing,
 - to acquire and to apply the theory and methods of solution of the problem,
 - participate in a partial manner in the development of these methods,
 - to retrieve, to process and correctly interpret the necessary factual information,
 - to implement and to evaluate empirical investigation, including recommendations one follows,
 - to act in the spirit of publishing ethics,
 - to adopt the principles of professional-style writing.

Syllabus

Seminars: 1. Sense and goals of the final work procedures in its processing, work with literature, databases, etc.

2. Use of qualitative methods.

3. Principles of survey.

4. Enjoyment of quantitative methods.

Individual consultation with the supervisor during the semester.

Literature**required literature**

THOMAS, R. Murray and Dale L. BRUBAKER. *Avoiding thesis and dissertation pitfalls : 61 cases of problems and solutions*. 1st ed. Westport: Bergin & Garvey, 2001. ix, 223. ISBN 0897898222.

ESF:MPH_ADS2 Diploma seminar 2

12 credits, type of completion z (credit), course guarantor doc. Ing. Bc. Petr Suchánek, Ph.D.

Teacher(s)

doc. Ing. Alena Klapalová, Ph.D. (seminar tutor)
Ing. Mgr. Michal Krčál, Ph.D. (seminar tutor)
Tuck Lloyd Crawford MacRae, M. B.A. (seminar tutor)
doc. Ing. Daniel Němec, Ph.D. (seminar tutor)
Ing. Petr Smutný, Ph.D. (seminar tutor)
doc. Ing. Bc. Petr Suchánek, Ph.D. (seminar tutor)
doc. Ing. Radoslav Škapa, Ph.D. (seminar tutor)
Ing. Bc. Sylva Žáková Talpová, Ph.D. (seminar tutor)

Course objectives

The aim of the course is to complete and prepare for the defence the diploma thesis.

Teaching methods

Individual study and consultations with the supervisor.

Assessment methods

Writing Diploma Thesis and participation in consultations are evaluated as requirements fulfilled/not fulfilled. Credits are granted of the supervisor at the end of the semester after all criteria have been met.

Learning outcomes

At the end of this course, student should be able to approach writing final paper the diploma thesis as a scientific work; The student should be able to properly conceiving the final diploma paper ; The student should be able to choosing the correct strategy and tactics of professional text writing - of managing the final of thesis. The student should be able to learn to quickly and correctly read and process information sources and keep to the rules of publishing ethics. Students will acquire knowledge of principles of professional-style writing. Last but not least the student should be able to evaluating empirical investigation and formulating recommendations that result from that investigation. At the end of this course, student should be able to demonstrating their awareness of principles of successful presentation at the defence of the thesis. The ultimate objective would be for students to be able to apply the knowledge in practice.

Syllabus

Individual consultation with the supervisor of the thesis during the semester.

Literature

THOMAS, R. Murray and Dale L. BRUBAKER. *Avoiding thesis and dissertation pitfalls : 61 cases of problems and solutions*. 1st ed. Westport: Bergin & Garvey, 2001. ix, 223. ISBN 0897898222.

ESF:MPH_ADTH Diploma thesis assignment

3 credits, type of completion z (credit), course guarantor doc. Ing. Bc. Petr Suchánek, Ph.D.

Teacher(s)

doc. Ing. Bc. Petr Suchánek, Ph.D. (seminar tutor)

Course objectives

The aim of the course is to clarify the topic of the final thesis and create the assignment according to which the student will proceed to solve his/her work.

Teaching methods

Individual study and consultations with the supervisor leading to formulation of the official assignment of the diploma thesis.

Assessment methods

Students are rewarded with a credit for participation in consultations and for active cooperation with their supervisors on the official assignment of the diploma thesis.

Learning outcomes

At the end of the course the student will be able to:

- formulate a managerial problem and set a goal of the diploma thesis;
- propose appropriate methods of resolution of the problem;
- define characteristic features of scientific work;
- judge the sources of literature and use them for creating literature review;
- create the official assignment of the diploma thesis in cooperation with a supervisor;

Syllabus

Teaching is based on individual consultations with supervisor of the thesis during the whole semester. These are supposed to lead to creation of the official assignment of the thesis, which is considered to be the main output of this course.

Literature**required literature**

Writing a Successful Thesis or Dissertation: Tips and Strategies for Students in the Social and Behavioral Sciences. Writing a Successful Thesis or Dissertation: Tips and Strategies for Students in the Social and Behavioral Sciences. 2008. ISBN 978141294

ESF:MPH_AIMA International Management

4 credits, type of completion zk (examination), course guarantor Ing. Bc. Sylva Žáková Talpová, Ph.D.

Teacher(s)

Ing. Bc. Sylva Žáková Talpová, Ph.D. (lecturer)
 doc. Ing. Petr Pirožek, Ph.D. (lecturer)
 Ing. Bc. Alena Šafrová Drážilová, Ph.D. (lecturer)
 doc. Ing. Ondřej Částek, Ph.D. (lecturer)
 doc. Ing. Ondřej Částek, Ph.D. (seminar tutor)
 Ing. Bc. Sylva Žáková Talpová, Ph.D. (seminar tutor)

Course objectives

The main objective of the course is to understand the complexity of management of multinational corporations and the international environment. The course combines lectures with case studies, so that students can apply their knowledge to the real-case examples. Often a few top managers from MNEs participate in the course and bring additional value to the course.

Teaching methods

The class sessions consist of interactive lectures, case studies and presentations. Out of class workload consists of: - preparing a case study in a team of 3-4 students - assessing of two case studies from other teams - 2 online tests - readings related to topics of seminars. of interactive lectures and presentations. Out of class workload consists of: - preparing a case study in a team of 3-4 students - assessing of two case studies from other teams - 2 online tests - readings related to topics of seminars.

Assessment methods

Team case study, two online tests, two assessments of other case studies, active participation in seminars. Final test (written) in the exam period.

Learning outcomes

At the end of the course, students should be able to: - explain the factors of international environment in which multinational organizations operate;
 - explain the forces that drive global and European business;
 - gather the necessary information on factors affecting the behaviour of multinational companies operating in a specific region and develop arguments;
 - explain impacts of operations of multinational organizations, their local/global influence;
 - list and assess factors involved in the management of multinational organizations;
 - assess the function of business processes in international management and to draw up arguments to use;
 - understand and apply the concepts developed in the literature;

Syllabus

1. Introduction — course outline, background information, global integration 2. Internationalization 3. Collective forms of business, cooperation, joint venture, acquisitions 4. Multinational businesses and their strategies 5. Managing multinational business operations (organizing strategy) 6. Managing Multinational business operations (HR management, negotiation)

Literature**required literature**

DERESKY, Helen. *International management : managing across borders and cultures : text and cases*. Ninth edition, global editio. Boston: Pearson, 2017. 500 stran. ISBN 9781292153537.

GOODERHAM, Paul N. and Odd NORDHAUG. *International management : cross-boundary challenges*. 1st ed. Malden: Blackwell, 2003. xiii, 473. ISBN 0631233423.

recommended literature

RODRIGUES, Carl. *International management : a cultural approach*. 3rd ed. Los Angeles: SAGE, 2009. xxii, 532. ISBN 9781412951418.

MEAD, Richard. *International management : cross-cultural dimensions*. 1st ed. Cambridge: Blackwell, 1994. xvii, 525. ISBN 0-631-18368-X.

ESF:MPH_CSMR Business Research

4 credits, type of completion zk (examination), course guarantor doc. Ing. Radoslav Škapa, Ph.D.

Teacher(s)

doc. Ing. Alena Klapalová, Ph.D. (lecturer)
 Ing. Mikhail Monashev (lecturer), Ing. Mikhail Monashev (deputy)
 doc. Ing. Radoslav Škapa, Ph.D. (lecturer)
 doc. Ing. Alena Klapalová, Ph.D. (seminar tutor)
 doc. Ing. Radoslav Škapa, Ph.D. (seminar tutor)

Course objectives

This course introduces to business research methods and research process. Specifically, it develops students' knowledge and ability to independently design and perform a quantitative research.

Teaching methods

In lectures the main issues of business research as listed in the schedule are explained and discussed. The students' main task in the course is to design and conduct their own research project in teams applying the knowledge from lectures and self-study. To facilitate the research projects, the tutors provide students with feedback in each of predefined research stages. Besides discussion, the seminars are also a platform for evaluation of project milestones

Assessment methods

To pass the course the students are required to gain at least 60% of points in the test covering the theory of business research, to defend the research project and to gain at least 60% for it. The final mark is computed as the weighted average of mark of written test (weight 33 %), the mark of work-in-progress research project (23 %) and its final version (40 %), and the quality of feedback related to other students' project (7%). Any copying, recording or leaking tests, use of unauthorized tools, aids and communication devices, or other disruptions of objectivity of exams (credit tests) will be considered non-compliance with the conditions for course completion as well as a severe violation of the study rules. Consequently, the teacher will finish the exam (credit test) by awarding grade "F" in the Information System, and the Dean will initiate disciplinary proceedings that may result in study termination.

Learning outcomes

At the end of this course, students will be able to:

- develop marketing research plan in harmony with the research problem
- design appropriate research methodology
- apply quantitative methods of data collection and reprocessing

A parallel ambition is to further improve students' critical thinking.

Syllabus

1. Business research — contextual framework, its domains, ethical aspects
2. The basic approaches and forms of business research
3. Quality in research: validity and reliability
4. Questionnaire design
5. Uni- and bivariate data analysis
6. Qualitative approach to research
7. Preparing the Research Report

Literature**required literature**

SAUNDERS, Mark, Philip LEWIS and Adrian THORNHILL. *Research methods for business students*. Seventh edition. Harlow, England: Pearson, 2015. xxvi, 741. ISBN 9781292016627.

COOPER, Donald R. and Pamela S. SCHINDLER. *Business research methods*. 8th ed. Boston: McGraw-Hill, 2003. xix, 857. ISBN 0072498706.

recommended literature

MALHOTRA, Naresh K. *Marketing research : an applied orientation*. 6th ed., Global edition. Boston: Pearson, 2010. 929 s. ISBN 9780136094234.

SEKARAN, Uma and Johan Roger Gisbert BOUGIE. *Research methods for business : a skill building approach*. 5th ed. Chichester: Wiley, 2009. xx, 468. ISBN 9780470744796.

Encyclopedia of survey research methods. Edited by Paul J. Lavrakas. Thousand Oaks, Calif.: SAGE Publications, 2008. 2 v. ISBN 978-1-4129-1808-4.

SHUKLA, Paurav. *Essentials of Marketing Research*. 1st ed. <http://bookboon.com>, 2008. 117 pp. ISBN 978-87-7681411-3. <http://bookboon.com/en/textbooks/marketing-media/marketing-research-an-introduction>

2.3 Other compulsory and selective courses**ESF:MPH_AHMR Human Resources Management**

8 credits, type of completion zk (examination), course guarantor doc. Ing. Mgr. Jakub Procházka, Ph.D.

Teacher(s)

- Ing. Bc. Michal Ďuriník, Ph.D. (lecturer)
- Ing. Michal Jirásek, Ph.D. (lecturer)
- Tuck Lloyd Crawford MacRae, M. B.A. (lecturer)
- Mgr. et Mgr. Tomáš Ondráček, Ph.D. (lecturer)
- doc. Ing. Mgr. Jakub Procházka, Ph.D. (lecturer)
- Ing. Peter Kelemen (seminar tutor)

Course objectives

The course deals with main topics in the area of Human resource management in companies and also with some modern trends in HRM. Students will get acquainted with the agenda and processes they may encounter in companies in a managerial role or as HR generalists.

Teaching methods

Lectures, records of lectures, model situations, discussions, teamwork, reflection

Assessment methods

Students can get up to 100 points (+ several bonus points) during the semester. They need to attend at least 80% of seminars, get at least 60 points in total and fulfil the minimal conditions for the final test and both tasks.

Grades: A (90+ points), B(83-89), C(75-82), D(67-74), E(60-66), F(0-59)

Attendance at seminars: 0-10 points (minimal condition: 8)

Attendance at lectures: 0-5 bonus points

Group project and presentation: 0-35 points (minimal condition: 10 points) + 0-4 bonus points

Group reflection: 0-5 points (minimal condition: 1 point)

Final test: 0-50 points (minimal condition: 20 points)

Attendance:

There are 12 seminars in the semester. Student get 1 point for attending 3 seminars and 1 more point for attending each additional seminar.

There are 10 lectures in the semester + 1 final lecture where the final test is written. Student get 1 point for attending 6 lectures and 1 more point for attending each additional lecture (except the last one).

Group project:

Groups of 2-4 students participate in the group project where they solve a problem of a model company. The detailed instructions for the project will be presented at the first seminar and will be also available in Study Materials in IS.

Written reflection:

A group of 3-4 students prepare a written reflection of what they learn during the semester. The reflection answers following questions:

a) What is the most important knowledge that you get during the course (1-4 specific pieces of knowledge)? Why?

b) What else do you need to learn in the area of HRM to be able to succeed in the role of manager, company owner or an employee in HR? Why?

c) How do you acquire such knowledge?

Students should discuss these questions in group and describe the common conclusions and also the differences.

Deadline: 13.5. (submit as MS Word document in IS)

Page limit: minimal 250 words, maximal 750 words

Final test:

Test consists of 10 multiple choice questions that focus on the content of lectures, records of lectures, seminars and selected chapters of the textbooks (Robbins and Judge, 2017; Wilton, 2013). The test is written online and students are allowed to use their notes and online and offline materials. Advice from other students or other people is prohibited.

Students will write the test on 9.5. as a part of the last lecture.

Students are required to meet all deadlines. In case of late submission, the team will lose 2 points for each 60 minutes of delay.

Learning outcomes

Student will be able to:

- describe the main issues of the area of organizational behaviour and human resource management;
- explain basic concepts from the area of organizational behaviour and human resource management;
- utilize the knowledge of the HRM concepts in real situations.

Syllabus

Introduction to HRM

Link between strategy, HRM and work design

Job analysis, recruitment and personnel selection

Onboarding

Job evaluation and appraisal systems

Training and development

Corporate surveys and job satisfaction

Knowledge management

Decision making in organisations

Corporate power and politics

Ethics in HRM

Literature**required literature**

ROBBINS, Stephen P. and Timothy A. JUDGE. *Organizational behavior*. 17 global edition. Boston: Pearson,

2017. 739 stran. ISBN 9781292146348.

WILTON, Nick. *An introduction to human resource management*. 2nd ed. Los Angeles: Sage, 2013. xx, 455. ISBN 9781446255841.

recommended literature

ARMSTRONG, Michael. *Armstrong's handbook of human resource management practice*. 11th ed. London: Kogan Page, 2009. xxvi, 1062. ISBN 9780749452421.

Strategic human resource management. Edited by Randall S. Schuler - Susan E. Jackson. 2nd ed. Malden, Ma: Blackwell, 2007. xviii, 478. ISBN 9781405149594.

ESF:MPH_AINT International Trade

4 credits, type of completion zk (examination), course guarantor Ing. Bc. Sylva Žáková Talpová, Ph.D.

Teacher(s)

Ing. Bc. Sylva Žáková Talpová, Ph.D. (lecturer)
Ing. Bc. Alena Šafrová Drážilová, Ph.D. (lecturer)
JUDr. Tereza Kyselovská, Ph.D. (lecturer)
Ing. Bc. Sylva Žáková Talpová, Ph.D. (seminar tutor)

Course objectives

This course is an introduction to the theory of international trade. The main objective of the course is to understand the basic principles of international trade. The course will also cover applications to a number of topics of current interest (e.g. the current debates on the design and operation of international organisations such as the institutions that have been established to liberalise (GATT) and manage (WTO) world trade, discussed agreements (TTIP) etc.).

Teaching methods

The class sessions consist of interactive lectures and presentations. Out of class workload consists of preparing a case studies presentations (handed in through IS), which are then presented in seminars.

Assessment methods

Seminar work: Students choose and present case study referring to the topics that has been dealt with at lectures. Active participation in seminars is compulsory. Written final exam, students need to reach 60% to pass. The final grade will be based on two components: coursework (40%) and a final examination (60%). Any copying, recording or leaking tests, use of unauthorized tools, aids and communication devices, or other disruptions of objectivity of exams (credit tests) will be considered non-compliance with the conditions for course completion as well as a severe violation of the study rules. Consequently, the teacher will finish the exam (credit test) by awarding grade "F" in the Information System, and the Dean will initiate disciplinary proceedings that may result in study termination.

Learning outcomes

At the end of the course students will be able to:

- explain the importance of international trade to various stakeholder groups;
- describe what determines the flow of goods across countries;
- explain major models of international trade;
- describe the instruments of international trade and explain its consequences;
- discuss and develop arguments for most important issues of international trade;
- describe the most important institutions in this area;

Syllabus

1. Introduction, history of international trade, development, business environment 2. Basic models of international trade 3. International commercial law 4. The instruments of trade policy 5. Political economy of trade policy & International trade agreements 6. Case study

Literature

required literature

KRUGMAN, Paul R., Maurice OBSTFELD and Marc J. MELITZ. *International economics : theory & policy*. 9th ed. Boston: Pearson Addison-Wesley, 2012. 731 p. ISBN 9780273754091.

FEENSTRA, Robert C. and Alan M. TAYLOR. *International economics*. 1st ed. New York: Worth Publishers, 2008. xlv, 980. ISBN 9780716792833.

recommended literature

FEENSTRA, Robert C. *Advanced international trade : theory and evidence*. Princeton: Princeton University Press, 2004. xii, 484. ISBN 0691114102.

ESF:MPH_AMA2 Management 2

4 credits, type of completion zk (examination), course guarantor doc. Ing. Ondřej Částek, Ph.D.

Teacher(s)

doc. Ing. Ondřej Částek, Ph.D. (lecturer)
Seto Satriyo Bayu Aji, M.A. (lecturer)

Course objectives

The course is a follow-up course to MPH_AMBE Management and Business Economics (Basics). It should lead to the development of system thinking, creating the conditions for perception of broader contexts, deeper understanding of feedback processes, relationships between parts and the whole, statics and dynamics. It should also lead to the acquisition of both theoretical and factual knowledge

Teaching methods

The course is taught partially as lectures, partially as seminars and discussions. Students will work in teams on presentations on a specified topic and on case studies. Detailed information about topics to study and semester schedule can be found in the interactive syllabus. This syllabus is always updated before the start of the semester. (https://is.muni.cz/auth/el/1456/podzim2016/MPH_AMA2/index.qwarp). Attendance on seminars is compulsory.

Assessment methods

Students have to pass a written test and an oral examination to successfully conclude the course. Students can only take the exam after giving their presentations in seminars and fulfilling other duties required at seminars. Any copying, keeping a record of tests or carrying the tests out, using forbidden aids including any communication devices or any other breach of objectivity of the exam is regarded as a failure to meet the obligations of the subject and as a serious breach of study regulations. As a consequence, the teacher grades the student with "F" and the dean is allowed to initiate a disciplinary action, which might lead to the termination of the studies.

Learning outcomes

At the end of this course, students should be able to: explain long-term trends of economic and social business environment based on non-zero games understand the essence of relationship of a company to its owners, employees, customers, suppliers, creditors and state analyse the phenomena typical of current practice of corporate management.

Syllabus

Corporate Governance Corporate Social Responsibility Stakeholder Approach in Strategic Management Organizational Culture Change Management Toyota Production System Business Network Cooperations

Literature**required literature**

CUMMINGS, Thomas G. and Christopher G. WORLEY. *Organization development & change*. 10th ed. Stamford: Cengage Learning, 2015. xxii, 810. ISBN 9781133190455.

not specified

Recommended and required reading can be found in the interactive syllabus.

ESF:MPH_AMEU Marketing in the EU

4 credits, type of completion zk (examination), course guarantor doc. Ing. Alena Klapalová, Ph.D.

Teacher(s)

Jessica Omieye Amiesimaka, M.Sc. (seminar tutor)
doc. Ing. Alena Klapalová, Ph.D. (seminar tutor)
Ing. Dušan Mladenović, Ph.D. (seminar tutor)
Ing. Jana Švecová (seminar tutor)

Course objectives

The entrepreneurial environment of the European Union is highly competitive and many aspects of entrepreneurship are guided and regulated through common policies set out by the integrated countries. On the other hand even despite the obvious impact of globalization and integration, entrepreneurs come to terms with a range of different national, regional and local specifics that significantly influence entrepreneurial activity. The course focuses on the development of basic marketing skills of prospective managers and employees of companies engaged in the international business environment.

Teaching methods

The course proceeds in a form of seminars and consultations with the active involvement of students. The emphasis is put on the individual work of a group of students (seminar work - project) analyzing the EU country market (or markets) and through the findings from market analysis solving a concrete marketing problem.

Assessment methods

The course finishes with a short test (done in the second half of the semester). Students are required to work on the project during the semester. The quality of the project makes 80% of the assessment, the rest is based on the result of the test (10%) and active participation - case studies solution (10%). If the activity of students is above the average during seminars, no test will be needed. Any copying, keeping a record of tests or carrying the tests out, using forbidden aids including any communication devices or any other breach of objectivity of the exam is regarded as a failure to meet the obligations of the subject and as a serious breach of study regulations. As a consequence, the teacher grades the student with "F" and the dean is allowed to initiate disciplinary action, which might lead to the termination of the studies.

Learning outcomes

At the end of this course, students should be able to understand specifics of marketing within the EU market, be able to apply various techniques of marketing management in the international environment and be aware of the specific use of marketing methods, techniques or tools. These must be adapted to different conditions of individual EU member countries resulting from either cultural differences, different legislation or from other particularities of the environment. Students should understand how to seek opportunities and to spot threats in areas in which they do not appear (not until now) in the home market and to use the results of the environmental analyses to make marketing decisions with regards to the marketing mix applied in European Union markets.

Syllabus

The following themes constitute the content of seminar work and they are not the specific themes of the individual lessons. 1. Introduction to the subject of marketing in the EU

2. The EU environment
3. The EU Cultural environment
4. The EU policies
5. Examples of country policies and strategies
7. The EU statistics
8. The EU legislation - examples
9. The EU country legislation - examples
10. International marketing research and content analysis
11. Marketing strategies on the EU market - 1st part
12. Marketing strategies on the EU market - 2nd part

Literature**required literature**

CHERNEV, Alexander. *Strategic marketing management*. Eighth edition. USA: Northwestern University, 2014. viii, 274. ISBN 9781936572205.

HOLLENSSEN, Svend. *Essentials of global marketing*. 2nd ed. Harlow: Pearson, 2012. xxxiv, 524. ISBN 9780273756545.

recommended literature

LEE, K. and S. CARTER. *Global marketing management*. 3rd ed. New York: Oxford University Press, 2012. 592 pp. ISBN 978-0-19-960970-3.

HOOLEY, G. J. and N. PIERCY. *Marketing strategy & competitive positioning*. 5th ed. Harlow: Pearson, 2012. 578 pp. ISBN 978-0-273-74093-3.

KOTABE, Masaaki and Kristiaan HELSEN. *Global marketing management*. 5th ed. Hoboken: John Wiley & Sons, 2010. xxiii, 725. ISBN 9780470381113.

ONKVISIT, Sak and John J. SHAW. *International marketing : strategy and theory*. 5th ed. London: Routledge, 2008. xxiv, 710. ISBN 9780203930069.

USUNIER, Jean-Claude and Julie Anne LEE. *Marketing across cultures*. 4th ed. Harlow: Prentice-Hall, 2005. xx, 573. ISBN 0273685295.

SOLOMON, Michael R., Gary BAMOSSY and Soren ASKEGAARD. *Consumer behaviour : a European perspective*. 2nd ed. Harlow: Prentice Hall, 2002. xxiii, 630. ISBN 027365182X.

not specified

USUNIER, Jean-Claude and Julie Anne LEE. *Marketing across cultures*. Sixth edition. Harlow, England: Pearson, 2013. xviii, 478. ISBN 9780273757733.

ESF:MPH_AOPR Operations Research and ERP

8 credits, type of completion zk (examination), course guarantor Ing. Jaromír Skorkovský, CSc.

Teacher(s)

Ing. Jaromír Skorkovský, CSc. (lecturer)

Course objectives

This course will present the symbiosis between the principles of operations management (OR) and the tools, that are used to control processes. Classic operations research courses are often devoted to methods and solving problems associated with processes. On the other hand, in courses that discuss sophisticated software tools such as the ERP or CRM, students will learn how to use this or that function or how these systems configured. This information is without a doubt very useful, especially for IT managers. Still, it is utterly insufficient for standard users who need to know how structured data provided by the software can be used for improvements of existing processes. This course integrates ERP and the management of operations from the perspective of the ERP system, Microsoft 365 Business Central. Operations may be interpreted as a set of functions or parts of systems transferring inputs into outputs of handy value while taking into consideration, that basic principles of operational proceedings are based on feedback and requirements. The operational horizons addressed in the course are divided into four sectors: Finance and Accounting (production and inventory data and analysis of related costs, basic reporting, budgets and capacities) Suppliers (orders for material replenishment, quality management, material availability) Marketing (product availability, lead time estimates, business opportunities, dispatching, sales forecasts, customer feedback).

Teaching methods

Lectures and seminars, modeling the typical case studies by using the chosen ERP system and related discussions, self-study, hands-on ERP systems. During theoretical sessions, a subject will be presented by the use of power-point presentations handed over to study materials. If necessary, all examples will be also shown in

an ERP system or MS Office application (such as Excel). Most of the examples are connected to teacher experiences (freelanced consultancy related to the implementation of ERP systems). During the seminars, every student will have at his/her disposal own demo version of the ERP system in order to practice. For the home study, free access to the network version of the system will be provided.

Assessment methods

For the standard full-time study, the course will be split into 13 blocks of lectures, and every block will be 2 + 2 hours. The first two teaching units will be dedicated to theory sessions (see syllabus) and the subsequent two teaching units to hands-on, where students will be working with ERP system MS Dynamics NAV 2018. The subject is not provided for combined or other forms of study except for full-time study. The complex character of the item requires that course switches from lectures to hands-on procedures and vice versa, so the attendance is mandatory for all lectures and seminars !! In every lesson, the teacher will require a discussion about the subject and will present real case studies from his expertise for a better understanding of the usage of managerial methods and tools. Students will be supplied with the latest available demo version of an ERP system MS Dynamics NAV, and it is expected that this demo version will be installed on their private computers to check acquired skills during self-study. The teacher will continuously review the student's ability to operate the demo version of ERP during seminars. The first part of the final exam will consist of a written section, in which the student will prepare a basis for the subsequent oral exam about managerial methods and the second hands-on part where the student will present a required example of a daily process in ERP. The question will be supplied in advance and will be stored on the university server. The manuals and PowerPoint presentations related to every provided chapter will be stored on that server as well as the written materials, which will help to model required processes in the ERP system. Students will write one seminar works based on instructions provided by the lecturer. Without evaluated seminar work, students will not be accepted for final exams !!! Any copying, keeping a record of tests, or carrying the checks out, using forbidden aids including any communication devices or any other breach of objectivity of the exam, is regarded as a failure to meet the obligations of the subject and as a serious breach of study regulations. As a consequence, the teacher grades the student with "F" and the dean is allowed to initiate disciplinary action, which might lead to the termination of the studies.

Learning outcomes

The student will be able to:

- understand the reasons for using modern ERP systems;
- use of methods of operation management to find constraints in processes and to suggest optimal solution for the customer to diminish bottleneck influence ;
- understood symbiosis between the principles of operations research (OR) and the tools, that are used to control processes such as ERP and BI ;
- understanding how the synergy of OR methods and ERP systems can be used in management;
- define the benefits of using ERP systems;
- use of methods of operation management to make optimal decisions;

Syllabus

Basic Schedule per weeks split up into theoretical and practical sessions : 1.week: Theoretical sessions: Balanced scorecard and all related methods which create a theoretical frame of this course. Practical knowledge of ERP MS 365 Business Central: ERP characteristics and use, basic commands and mastery, main principles of system setup, source data, tables in their relations, business case scheme, impact to General Ledger (G/L), basics entry types (item, customer and vendor entries, value entries, reservation entries, and general ledger entries). The main substance and use of this rough data for reporting 2.week : Theoretical sessions: Theory of Constraints Practical knowledge of ERP MS 365 Business Central: Source data such a Vendor card, Item card and Account. What is the stock location. Purchase orders and impacts on payables orders and G/L. 3.week : Theoretical sessions: Theory of Constraints and Critical chain (comparing to chosen project management methods) Practical knowledge of ERP MS 365 Business Central: Source data such a customer card, sales order, basic of inventory management, locations, safety stock, credit limits and due dates, warning setup 4. week : Theoretical sessions: Basics of production and related algorithms such as MRP, MRP-II and JIT Practical knowledge of ERP MS 365 Business Central: Purchase and sales and application of created entries. 5: week : Theoretical sessions: Basics of logistics (safety stock, item replenishment, reorder point, EOQ, ABC) Practical knowledge of ERP MS 365 Business Central: Basic production scheme, bill of material, routings, basics of capacity planning, production order types. 6.week : Theoretical sessions: Total quality management, Six Sigma, Pareto and Ishikawa Practical knowledge of ERP MS 365 Business Central: Production of the simple product. Reason for productions (sales order, forecast, ...). Consumption of item and put-away of final products. 7.week: Theoretical sessions: TQM (Kaizen, Deming, Little's law) Practical knowledge of ERP MS 365 Business Central: Transfer orders between stock locations 8.week : Theoretical sessions: Linear programming (solved tasks related to cutting and production mix) Practical knowledge of ERP MS 365 Business Central: CRM, Pareto analysis in ERP. 9.week : Theoretical sessions: Basics of Yield management Practical knowledge of ERP MS 365 Business Central: Accounting schemes and analysis by dimensions 10.week: Theoretical sessions: Decision-making tools (Kepner-Tregoe method) Practical knowledge of ERP MS 365 Business Central: Analysis view as an integral part of the ERP system 11.week: Theoretical sessions: Basics of prospect theory Practical knowledge of ERP MS 365 Business Central: Blanket orders, drop shipment, substitutions, cross-references, non-stock items 12.week: Theoretical sessions: Business Intelligence Practical knowledge of ERP MS 365 Business Central: Revision — workshop (FAQ) 13.week: Theoretical sessions: Revisions — workshop (FAQ) Practical knowledge of ERP MS 365 Business Central: Revision — workshop (FAQ)

Literature

required literature

RUSSELL, Roberta S. and Bernard TAYLOR. *Operations management : quality and competitiveness in a global environment*. 5th ed. Hoboken: Wiley, 2006. xxii, 808. ISBN 0471692093.

recommended literature

HOEVEN, Hans van der. *ERP and business processes : illustrated with Microsoft Dynamics NAV 2009*. Edited by Sandra B. Richtermeyer. Coral Springs: Llumina Press, 2009. viii, 239. ISBN 9781605943053.

HOPP, Wallace J. and Mark L. SPEARMAN. *Factory physics*. 3rd ed. Long Grove, Ill.: Waveland Press, 2008. xxv, 720. ISBN 9781577667391.

SCHRAGENHEIM, Eli. *Management dilemmas : the theory of constraints approach to problem identification and solutions*. Boca Raton: St. Lucie Press, 1999. xviii, 209. ISBN 1574442228.

SCHEINKOPF, Lisa J. *Thinking for a change : putting the TOC thinking processes to use*. Boca Raton: St. Lucie Press, 1999. xiv, 255. ISBN 1574441019.

GOLDRATT, Eliyahu M. *Late night discussions : on the theory of constraints*. Great Barrington: North River Press, 1992. 71 s. ISBN 0884271609.

GOLDRATT, Eliyahu M. *Theory of constraints*. Great Barrington: North River Press, 1990. x, 161 s. ISBN 0-88427-166-8.

ESF:MPH_BUPM Business Process Management

The course is not offered! 4 credits, type of completion zk (examination), course guarantor doc. Ing. Radoslav Škapa, Ph.D.

Teacher(s)

Ing. Mgr. Michal Krčál, Ph.D. (lecturer)
 Ing. Mikhail Monashev (lecturer)
 doc. Ing. Radoslav Škapa, Ph.D. (lecturer)
 Ing. Jakub Vrchlabský (lecturer)
 Ing. Mgr. Michal Krčál, Ph.D. (seminar tutor)
 Ing. Mikhail Monashev (seminar tutor)
 Ing. Jakub Vrchlabský (seminar tutor)

Course objectives

The aim of the course is to improve students' process thinking and to teach them how to perform a successful business process analysis (BPA) in a real situation.

Teaching methods

Flipped classroom, group project.

Assessment methods

Mid-term test (multiple choice + open questions), active seminar participation, final group project.

Students have to reach at least 50% in group project report assessment; actively participate in seminars and discussions and defend the final group project. The final assessment consists of the mid-term test, seminar activity, defense of the final project.

Any copying, keeping a record of tests or carrying the tests out, using forbidden aids including any communication devices, or any other breach of objectivity of the exam is regarded as a failure to meet the obligations of the subject and as a serious breach of study regulations. As a consequence, the teacher grades the student with an "F" and the dean is allowed to initiate disciplinary action, which might lead to the termination of the studies.

Learning outcomes

At the end of the course, students should be able to:

- define basic terms connected with BPM and BPMS;
- describe techniques for retrieving information about processes, for modeling processes and for optimizing processes;
- explain the concept of BPM (e.g. parts of the management discipline, frameworks used for implementing and managing BPM);
- explain (to managers) the importance of processes and their management in the context of the whole organization management;
- orient in a variety of information tools that support BPM;
- create a model, analysis, and optimization of a semi-complex business process.

Syllabus

- 01 - Introduction to BPA and BPM
- 02 - Process analysis and architecture
- 03 - Designing architecture and discovering processes
- 04 - Modeling and BPMN
- 05 - Information retrieval and gathering
- 06 - Process workshops, brown-paper session.
- 07 - Advanced modeling and SW tools
- 08 - Process optimization
- 09 - Qualitative analysis
- 10 - Quantitative analysis
- 11 - Managerial aspects of BPM
- 12 - Project drafts presentation

Literature**required literature**

DUMAS, Marlon, Marsello LA ROSA, Jan MENDLING and H. A. REIJERS. *Fundamentals of business process management*. Second edition. Berlin: Springer, 2018. xxxii, 527. ISBN 9783662565087.

WHITE, Stephen A. *BPMN modeling and reference guide: understanding and using BPMN : develop rigorous yet understandable graphical representations of business processes*. Lighthouse Point: Future Strategies, 2008. 225 pp. ISBN 0-9777527-2-0.

recommended literature

Handbook on business process management.. Edited by Jan Vom Brocke - Michael Rosemann. Second edition. Berlin: Springer, 2015. xvii, 727. ISBN 9783642450990.

Handbook on business process management.. Edited by Jan Vom Brocke - Michael Rosemann. Second edition. Berlin: Springer, 2015. xvii, 865. ISBN 9783642451027.

WESKE, Mathias. *Business process management : concepts, languages, architectures*. 2nd ed. Heidelberg: Springer, 2012. xv, 403. ISBN 9783642286155.

JESTON, John and Johan NELIS. *Management by process: a roadmap to sustainable business process management*. 1. vyd. Amsterdam: Elsevier/Butterworth-Heinemann, 2008. 303 pp. ISBN 0-7506-8761-4.

MAGAL, Simha and Jeffrey WORD. *Essentials of business processes and information systems*. Hoboken: Wiley, 2009. xvii, 170. ISBN 9780470230596.

ESF:MPH_COSR Corporate Social Responsibility

5 credits, type of completion zk (examination), course guarantor Ing. Petr Smutný, Ph.D.

Teacher(s)

Earl Arvid Molander (lecturer), Ing. Michal Jirásek, Ph.D. (deputy)

Course objectives

This course, is designed to introduce the international business or economics student to how non-economic factors in the corporate environment influence business strategy and operational decision-making. The course is **primarily on-line**.

Teaching methods

In US business schools, similar courses (which go by many different names) typically use a large, hardcover textbook that focuses primarily on the business environment in the US. Such a textbook is therefore is not useful for a course taught to an international student audience with a strong international focus. Rather, in this course, we rely on a series of Modules generally consisting of short readings and cases focused on key topics, with assignments to highlight the major issues that each topic presents to the business manager and develop one's analytical skills and their direct application to business decision making dilemmas.

The course structure will consist of Modules organized into separate Installments. In general, it is expected that the student will complete each module weekly. Submission of case analyses have deadlines associated with the Module and week in which they are scheduled.

Always feel free to ask questions by email if you do not understand any of the conceptual content in the Modules or the case analysis assignments.

Assessment methods

The course requires the submission of some preliminary assignments and more detailed written analyses of the cases associated with later modules. Detailed information is contained in the syllabus uploaded in Study materials by the beginning of the semester.

Learning outcomes

The non-economic factors we will go through during the course include: the actions of government and non-governmental organizations, social issues, culture, changes in technology, international relations, and ecological problems in particular as they are presented to the business enterprise and manager as issues of corporate social responsibility and sustainability.

MANAGERIAL PERSPECTIVE

It is important to understand that this course is taught from the perspective of the enterprise, with the business manager or enterprise as the focal decision maker. The student who successfully completes this course will have the majority of the analytical tools necessary to confront the full range of issues that fall within the broad framework of such rubrics as "business ethics," "corporate social responsibility (CSR)," "sustainability" and "Shared Values."

ENTRY-LEVEL EMPLOYEE PERSPECTIVE

We also offer a special note on the perspective of the entry-level employee, someone like yourselves who would encounter CSR and sustainability issues in an entry-level position. These notes emphasize that while the key decisions in this area will be made by managers, often entry-level employees are asked to contribute to those decisions in important ways.

Syllabus

The detailed course structure is contained in the syllabus uploaded in Study materials by the beginning of the semester.

Literature

There are limited materials requirements for the course:

1. The Syllabus uploaded in the Study Materials -> Learning Materials (see the weblink at the bottom of this page)
2. Modules and Accompanying Cases uploaded in the Study Materials -> Learning Materials (see the weblink at the bottom of this page)
3. Format for Student Bio Questionnaire

ESF:MPH_IMAR International Marketing

5 credits, type of completion zk (examination), course guarantor Ing. Dušan Mladenović, Ph.D.

Teacher(s)

Ing. Dušan Mladenović, Ph.D. (lecturer)
Olga Prygara, Ph.D. (lecturer)

Course objectives

The main objective of the course is to present the specificities of marketing management in the nowadays global economy. The course offers an overview of specificities concepts, methods, techniques as well as applications of international and global marketing which has some specificities comparing to general marketing based mostly on cultural and environmental differences. The key procedural aspects and activities required in exporting (or importing), which marketing manager must know, are covered as well. marketing. The stress is put on cross-cultural issues of marketing management.

Teaching methods

The course is educated in the form of lectures combined with class discussion, students presentation of seminar work showing concrete examples from international marketing practice based on a theoretical framework and case studies solving. The stress is put on a deeper understanding of relevant aspects of environmental factors and cross-cultural issues in marketing management.

Assessment methods

The form of education is a mix of lectures, case studies solving and seminar works presentations. Students are obliged to work up to two team seminar works and present them during the lectures (based on the concrete information and assignments given by teachers). Each (each person in the team) presentation should last about 20 minutes. Information about the structure of presentation and topics to choose will be given during the first lecture. Final exam test contains 20 questions. Assessment: 50% of points for seminar work, 50% for the final test. Solutions of case studies can improve the final score (+ 1 point for 1 case study). Any copying, keeping a record of tests or carrying the tests out, using forbidden aids including any communication devices or any other breach of objectivity of the exam is regarded as a failure to meet the obligations of the subject and as a serious breach of study regulations. As a consequence, the teacher grades the student with "F" and the dean is allowed to initiate disciplinary action, which might lead to the termination of the studies.

Learning outcomes

At the end of this course, students should be able to understand reasons for the adaptations of many marketing approaches in the international environment as well as to be able to use special techniques or methods of international and global marketing.

Syllabus

1. The nature of international and global marketing
2. Theories of international trade and marketing
3. The international and global environment
4. Culture and international marketing
5. Culture and consumer/buyer behaviour
6. International market selection and segmentation
7. International marketing research
8. Market entry strategies and modes of entry strategies
9. International product and service marketing management
10. International Pricing
11. International distribution
12. International marketing promotion/communication

Literature**required literature**

HOLLENSSEN, S. *Global marketing*. 6th ed. Harlow: Pearson, 2014. 792 pp. ISBN 978-0-273-77316-0.

HOLLENSSEN, Svend. *Essentials of global marketing*. 2nd ed. Harlow: Pearson, 2012. xxxiv, 524. ISBN 9780273756545.

KOTABE, Masaaki and Kristiaan HELSEN. *Global marketing management*. 5th ed. Hoboken: John Wiley & Sons, 2010. xxiii, 725. ISBN 9780470381113.

recommended literature

MOOIJ, Marieke de. *Global marketing & advertising : understanding cultural paradoxes*. 5th edition. Los Angeles: Sage, 2019. xx, 488. ISBN 9781544318134.

LEE, K. and S. CARTER. *Global marketing management*. 3rd ed. New York: Oxford University Press, 2012. 592 pp. ISBN 978-0-19-960970-3.

USUNIER, Jean-Claude and Julie Anne LEE. *Marketing across cultures*. 4th ed. Harlow: Prentice-Hall, 2005. xx, 573. ISBN 0273685295.

not specified

ALON, Ilan. *Global Marketing: Contemporary Theory, Practice, and Cases*. 2nd ed. Routledge, 2016. 726 pp. ISBN 978-1-138-80787-7.

USUNIER, Jean-Claude and Julie Anne LEE. *Marketing across cultures*. Sixth edition. Harlow, England: Pearson, 2013. xviii, 478. ISBN 9780273757733.

ESF:MPJ_PJPSFS Presentation Skills for Foreign Students

4 credits, type of completion zk (examination), course guarantor Mgr. Bc. Eva Punčochářová

Teacher(s)

Mgr. Bc. Eva Punčochářová (seminar tutor)

Course objectives

At the beginning of the course students should:

- have upper-intermediate knowledge of English.

Main objectives of the course:

- to acquaint students with basic techniques used in the process of preparing and giving a presentation;
- to extend their vocabulary related to this discipline;
- to practise the newly learnt skills in front of the audience.

Teaching methods

Given the covid-19 pandemic and related measures, all the lessons will be carried out online. individual and group projects, presentations, class discussion

Assessment methods

Type of lesson:

- seminar.

Final mark awarded after the following requirements have been met:

- 80% attendance;
- completion of homework;
- presentation of three given topics;
- active participation in class.

Learning outcomes

By the end of this course, students should:

- improve their presentation skills,
- handle various presentation formats
- provide other students with constructive feedback and be able to do self-reflection.

Syllabus

Given the covid-19 pandemic and related measures, all the lessons will be carried out online. 1. INTRODUCTION
- key features of an effective presentation, getting started, stating your purpose, different ways of attracting the attention of the audience, making an immediate impact on the audience, how to introduce yourself and your talk.

2. EFFECTIVE OPENINGS - problem technique, amazing facts technique, story/anecdote technique, signposting, survival tactics.

3. EXPLOITING VISUALS TO MAXIMUM EFFECT - introducing visuals, commenting on visuals, description: shapes, trends, changes and developments.

4. CAUSE, EFFECT AND PURPOSE - key words and phrases for linking ideas, giving facts and reasons behind them, linking the parts, sequences/ordering, comparing, digressing, contradicting, giving examples.

5. USING YOUR VOICE - articulation, chunking, stress, pacing, intonation, well-known sayings, idioms, sound-scripting.

6. THE RIGHT KIND OF LANGUAGE - advantages of speaking versus reading, personal and impersonal language styles, changing written language to spoken language, emphasis.

7. FURTHER BASIC TECHNIQUES 1 - focusing, softening, repetition, rhetorical questions.

8. FURTHER BASIC TECHNIQUES 2 - dramatic contrasts, tripling, machine gunning.

9. FURTHER BASIC TECHNIQUES 3 - build-ups, knock-downs, simplification, creating rapport.

10. BODY LANGUAGE - eye contact, facial expression, hands, movement, posture.

11. KEY LANGUAGE - business terms, formality, useful expressions.

12. HANDLING QUESTIONS FROM THE AUDIENCE - types of questions.

Literature**required literature**

Presentation Skills exercise book - available in the online materials.

recommended literature

POWELL, Mark. *Presenting in English :how to give successful presentations*. Boston: Thomson. 128 s. ISBN 1-899396-30-6.

KLARER, Mario. *Působivá prezentace a přednáška v angličtině*. Translated by Marta Ševčíková. 1. vyd. Praha: Grada, 2007. 154 s. ISBN 9788024718088.

ESF:XPX_ACAD Academic writing

4 credits, type of completion z (credit), course guarantor Mgr. Martin Guzi, Ph.D.

Teacher(s)

Mgr. Martin Guzi, Ph.D. (seminar tutor)
Dev Mani Sharma, MCom (seminar tutor)

Course objectives

The goal of this course is to familiarize MA students with the academic writing skills required for thesis writing. The course takes students through different stages of the preparation and writing of an academic text with the aim to increase their chances of being successful in writing their MA thesis in English in the future. Students will learn how to use the work of other authors effectively in academic writing and how to develop their writing style.

Teaching methods

Group discussions; group and individual writing tasks; reading and text analysis; peer review; online quizzes; vocabulary study.

Assessment methods

Academic Writing is a required course, which you need to pass in order to complete your degree. During the course, students will have to complete written assignments, pass online quizzes and attend classes. Requirements for passing grade: 1. Attendance is mandatory and you need at least 70% attendance at lectures and seminars

2. Pass online quizzes (ROPOT tests).
3. Annotated bibliography assignment (400-500 words).
4. Peer assessment assignment (feedback on other students' writing).
5. Critical literature review assignment (900-1000 words).
6. Short reflection on your progress during the course (100-200 words).

Learning outcomes

In the course: you will write about your own research; you will learn to analyze and critique texts written by others; you will produce texts that you actually need in your thesis (e.g. literature review); you will learn to cite other people's work and avoid plagiarism; you will edit and refine your own written work; you will learn how to find and use literature sources powerfully.

Syllabus

The course consists of 6 lectures and 6 seminars.

Lectures:

- * A Short Guide to Academic Writing Style
- * The Use of Academic Research Databases
- * References and Citations in Academic Writing
- * Critical Literature Review
- * Academic Writing & Plagiarism
- * Tips to Improve Your Academic Writing

Seminars:

- * Summarizing
- * Paraphrasing
- * Annotated bibliography assignment - discussion
- * Referring Verbs
- * Introducing Paragraphs and Linking Them Together
- * Critical literature review assignment - discussion

Literature**required literature**

BAILEY, Stephen. *Academic writing for international students of business and economics*. Third edition. London: Routledge, Taylor & Francis Group, 2020. xxx, 315. ISBN 9780367280307.

ebook Bailey: Academic Writing for International Students of Business

recommended literature

SWALES, John and Christine B. FEAK. *Academic writing for graduate students : essential tasks and skills*. 3rd ed. Ann Arbor, Mich.: University of Michigan Press, 2012. xiv, 418. ISBN 9780472034758.

3 Provision of personnel

This chapter includes MU academic staff involved in teaching or guarantee of required and selective courses in the degree programme.

All academic staff are provided with information on experiences with supervision of theses at the university since 2000. The format is as follows: currently supervised thesis / total supervised and successfully defended thesis.

The guarantors of the Profile Core Courses (P) and Fundamental Theoretical Profile Core Course (Z) comply with the following requirements in accordance with Government Regulation No. 274/2016 Coll., On Standards for Accreditation in Higher Education:

- Staff Member Sheet: Checks if the Staff Member Sheet is completed.
- Qualification: Guarantors of (P) courses in Master's degree programmes and guarantors of (Z) courses in Bachelor's degree programmes must have a doctoral degree.
- Habilitation: Guarantors of (Z) courses in Master's degree programmes must be habilitated.
- Participation in teaching: Guarantors of (Z) courses in Master's or Bachelor's degree programmes must participate in teaching.

3.1 Guarantors of the profile core courses

Ing. Jan Čapek, Ph.D.

Guarantor of the profile core course — P

ESF: MPE_ACMA Seminar in macroeconomics (seminar tutor, guarantor)

ESF: MPE_AMA2 Macroeconomics 2 (lecturer)

Bachelor's theses: 7 / 37

Master's theses: 4 / 23

Doctoral theses, Dissertations: 0 / 0

doc. Ing. Ondřej Částek, Ph.D.

Guarantor of the profile core course — Z

Habilitation: (2019) Podniková ekonomika a management (Masarykova Univerzita)

ESF: MPH_ACMS Corporate Management System (lecturer, seminar tutor, guarantor)

ESF: MPH_ADS1 Diploma seminar 1 (seminar tutor)

ESF: MPH_ADS2 Diploma seminar 2 (seminar tutor)

ESF: MPH_AIMA International Management (lecturer, seminar tutor)

ESF: MPH_AMA2 Management 2 (lecturer, guarantor)

Bachelor's theses: 4 / 62

Master's theses: 13 / 100

Doctoral theses, Dissertations: 1 / 1

doc. Ing. Ondřej Krčál, Ph.D.

Guarantor of the profile core course — P, Z

Habilitation: (2020) Ekonomie (Masarykova univerzita)

ESF: MPE_ACMI Seminar in microeconomics (seminar tutor, guarantor)

ESF: MPE_AMI2 Microeconomics 2 (lecturer, guarantor)

Bachelor's theses: 2 / 41

Master's theses: 9 / 40

Doctoral theses, Dissertations: 2 / 3

prof. Ing. Štefan Lyócsa, Ph.D.

Guarantor of the profile core course — P

Habilitation: (2014) Ekonomika a management podniku (Ekonomická univerzita v Bratislave, Slovensko)

ESF: MPF_AFAP Corporate Finance (lecturer, seminar tutor, guarantor)

Bachelor's theses: 4 / 8

Master's theses: 4 / 10

Doctoral theses, Dissertations: 3 / 4

Theses outside MU:

Bakalářské práce: 27 Diplomové práce: 34 Disertační práce: 1

doc. Ing. Pavla Marciánová, Ph.D.

Guarantor of the profile core course — Z

Habilitation: (2022) (Vysoká škola ekonomická v Praze)

ESF: MPH_STMA Strategic Management (seminar tutor, guarantor)

Bachelor's theses: 7 / 66

Master's theses: 12 / 80

Doctoral theses, Dissertations: 0 / 0

Ing. Petr Smutný, Ph.D.

Guarantor of the profile core course — P

ESF: MPH_ACMS Corporate Management System (lecturer, seminar tutor)

ESF: MPH_ACOP Consultancy Project (lecturer, seminar tutor, guarantor)

ESF: MPH_ADS1 Diploma seminar 1 (seminar tutor)

ESF: MPH_ADS2 Diploma seminar 2 (seminar tutor)

ESF: MPH_COSR Corporate Social Responsibility (guarantor)

Bachelor's theses: 4 / 51

Master's theses: 9 / 57

Doctoral theses, Dissertations: 0 / 0

doc. Ing. Bc. Petr Suchánek, Ph.D.

Guarantor of the profile core course — P

Habilitation: (2007) Podniková ekonomika a management (Masarykova univerzita)

ESF: MPH_ADS1 Diploma seminar 1 (seminar tutor, guarantor)

ESF: MPH_ADS2 Diploma seminar 2 (seminar tutor, guarantor)

ESF: MPH_ADTH Diploma thesis assignment (seminar tutor, guarantor)

Bachelor's theses: 6 / 101

Master's theses: 6 / 114

Doctoral theses, Dissertations: 1 / 7

Theses outside MU:

Bakalářské práce: 15

doc. Ing. Radoslav Škapa, Ph.D.

Guarantor of the profile core course — P

Habilitation: (2012) Podniková ekonomika a management (Masarykova univerzita)

ESF: MPH_ACMS Corporate Management System (lecturer)

ESF: MPH_ADS1 Diploma seminar 1 (seminar tutor)

ESF: MPH_ADS2 Diploma seminar 2 (seminar tutor)

ESF: MPH_BUPM Business Process Management (lecturer, guarantor)

ESF: MPH_CSMR Business Research (lecturer, seminar tutor, guarantor)

Bachelor's theses: 4 / 75

Master's theses: 4 / 120

Doctoral theses, Dissertations: 4 / 7

prof. Ing. Zdeněk Tomeš, Ph.D.

Guarantor of the profile core course — Z

Professorship: (2020) Hospodářská politika (Masarykova univerzita)

Habilitation: (2015) Hospodářská politika (Masarykova univerzita)

ESF: MPE_ACMI Seminar in microeconomics (seminar tutor)

ESF: MPE_AMA2 Macroeconomics 2 (lecturer, guarantor)

ESF: MPE_AMI2 Microeconomics 2 (lecturer)

Bachelor's theses: 2 / 26

Master's theses: 2 / 62

Doctoral theses, Dissertations: 1 / 4

Ing. Bc. Sylva Žáková Talpová, Ph.D.

Guarantor of the profile core course — P

ESF: MPH_ADS1 Diploma seminar 1 (seminar tutor)

ESF: MPH_ADS2 Diploma seminar 2 (seminar tutor)

ESF: MPH_AIMA International Management (lecturer, seminar tutor, guarantor)

ESF: MPH_AINT International Trade (lecturer, seminar tutor, guarantor)

Bachelor's theses: 0 / 23
Master's theses: 9 / 53
Doctoral theses, Dissertations: 0 / 0

3.2 Teacher(s)

Ing. Bc. Michal Ďuríník, Ph.D.

ESF: MPH_AHMR Human Resources Management (lecturer)

Bachelor's theses: 1 / 17
Master's theses: 0 / 1
Doctoral theses, Dissertations: 0 / 0

Luca Fumarco, PhD

ESF: MPE_ACMI Seminar in microeconomics (seminar tutor)
ESF: MPE_AMI2 Microeconomics 2 (lecturer)

Bachelor's theses: 1 / 1
Master's theses: 1 / 1
Doctoral theses, Dissertations: 0 / 0

Theses outside MU:

Bachelor's theses: 1 Master's theses: 1

Daniel Gerrard, M.A.

Staff Member Sheet missing: publications, select publications.
ESF: XPX_ACAD Academic writing (seminar tutor)

Bachelor's theses: 0 / 0
Master's theses: 0 / 0
Doctoral theses, Dissertations: 0 / 0

Mgr. Martin Guzi, Ph.D.

ESF: XPX_ACAD Academic writing (seminar tutor, guarantor)

Bachelor's theses: 0 / 10
Master's theses: 4 / 17
Doctoral theses, Dissertations: 1 / 1

Ing. Bc. Jana Hvozdenká, Ph.D.

ESF: MPF_AFAP Corporate Finance (lecturer, seminar tutor)

Bachelor's theses: 5 / 34
Master's theses: 6 / 48
Doctoral theses, Dissertations: 0 / 0

Ing. Michal Jirásek, Ph.D.

ESF: MPH_ADS1 Diploma seminar 1 (seminar tutor)
ESF: MPH_ADS2 Diploma seminar 2 (seminar tutor)
ESF: MPH_AHMR Human Resources Management (lecturer)

Bachelor's theses: 4 / 18
Master's theses: 10 / 32
Doctoral theses, Dissertations: 0 / 0

Theses outside MU:

Bakalářské práce: 14 Diplomové práce: 22

doc. Ing. Alena Klupalová, Ph.D.

ESF: MPH_ACMS Corporate Management System (lecturer, seminar tutor)
ESF: MPH_ADS1 Diploma seminar 1 (seminar tutor)
ESF: MPH_ADS2 Diploma seminar 2 (seminar tutor)
ESF: MPH_AMEU Marketing in the EU (seminar tutor, guarantor)

ESF: MPH_CSMR Business Research (lecturer, seminar tutor)

Bachelor's theses: 4 / 90
Master's theses: 10 / 204
Doctoral theses, Dissertations: 2 / 5

Theses outside MU:
bachelor's theses: 5 master's theses: 8

Ing. Mgr. Michal Krčál, Ph.D.

ESF: MPH_ADS1 Diploma seminar 1 (seminar tutor)
ESF: MPH_ADS2 Diploma seminar 2 (seminar tutor)
ESF: MPH_BUPM Business Process Management (lecturer, seminar tutor)

Bachelor's theses: 7 / 63
Master's theses: 11 / 62
Doctoral theses, Dissertations: 0 / 0

JUDr. Tereza Kyselovská, Ph.D.

ESF: MPH_AINT International Trade (lecturer)

Bachelor's theses: 0 / 59
Master's theses: 3 / 79
Doctoral theses, Dissertations: 1 / 2

Tuck Lloyd Crawford MacRae, M. B.A.

Staff Member Sheet missing: publications, select publications.

ESF: MPH_ADS1 Diploma seminar 1 (seminar tutor)
ESF: MPH_ADS2 Diploma seminar 2 (seminar tutor)
ESF: MPH_AHMR Human Resources Management (lecturer)
ESF: MPH_STMA Strategic Management (seminar tutor)

Bachelor's theses: 0 / 0
Master's theses: 2 / 8
Doctoral theses, Dissertations: 0 / 0

Ing. Dušan Mladenović, Ph.D.

ESF: MPH_AMEU Marketing in the EU (seminar tutor)
ESF: MPH_IMAR International Marketing (lecturer, guarantor)

Bachelor's theses: 3 / 14
Master's theses: 13 / 28
Doctoral theses, Dissertations: 0 / 0

Theses outside MU:
n/a

doc. Ing. Daniel Němec, Ph.D.

ESF: MPH_ADS1 Diploma seminar 1 (seminar tutor)
ESF: MPH_ADS2 Diploma seminar 2 (seminar tutor)

Bachelor's theses: 10 / 69
Master's theses: 13 / 133
Doctoral theses, Dissertations: 3 / 3

Mgr. et Mgr. Tomáš Ondráček, Ph.D.

ESF: MPH_AHMR Human Resources Management (lecturer)

Bachelor's theses: 7 / 37
Master's theses: 13 / 30
Doctoral theses, Dissertations: 0 / 0

doc. Ing. Petr Pirožek, Ph.D.

ESF: MPH_AIMA International Management (lecturer)

Bachelor's theses: 8 / 57
Master's theses: 5 / 76
Doctoral theses, Dissertations: 0 / 4

Theses outside MU:
Vedené práce na JČU a VŠE Fakulta managementu Bakalářské práce: 22 Diplomové práce: 93 Disertační práce: 2

doc. Ing. Mgr. Jakub Procházka, Ph.D.

ESF: MPH_AHMR Human Resources Management (lecturer, guarantor)

Bachelor's theses: 4 / 23
Master's theses: 3 / 31
Doctoral theses, Dissertations: 2 / 2

Olga Prygara, Ph.D.

ESF: MPH_IMAR International Marketing (lecturer)

Bachelor's theses: 0 / 0
Master's theses: 0 / 0
Doctoral theses, Dissertations: 0 / 0

Theses outside MU:
Bachelor's theses: x Master's theses: x

Mgr. Bc. Eva Punčochářová

ESF: MPJ_PJPSFS Presentation Skills for Foreign Students (seminar tutor, guarantor)

Bachelor's theses: 0 / 0
Master's theses: 0 / 0
Doctoral theses, Dissertations: 0 / 0

Theses outside MU:
n/a

Ing. Jaromír Skorkovský, CSc.

ESF: MPH_AOPR Operations Research and ERP (lecturer, guarantor)

Bachelor's theses: 9 / 63
Master's theses: 6 / 38
Doctoral theses, Dissertations: 0 / 0

Ing. Bc. Alena Šafrová Drážilová, Ph.D.

ESF: MPH_AIMA International Management (lecturer)
ESF: MPH_AINT International Trade (lecturer)

Bachelor's theses: 3 / 49
Master's theses: 12 / 58
Doctoral theses, Dissertations: 0 / 0

Theses outside MU:
Bakalářské práce: 19 Diplomové práce: 4

Ahad Zareravasani, PhD

ESF: MPH_ACMS Corporate Management System (lecturer, seminar tutor)

Bachelor's theses: 3 / 7
Master's theses: 17 / 21
Doctoral theses, Dissertations: 1 / 1

Theses outside MU:
Bachelor's theses: none Master's theses: over 20 Doctoral theses, Dissertations: 1

doc. Ing. Libor Žídek, Ph.D.

ESF: MPE_ACMA Seminar in macroeconomics (seminar tutor)

ESF: MPE_AMA2 Macroeconomics 2 (lecturer)

Bachelor's theses: 6 / 37

Master's theses: 6 / 93

Doctoral theses, Dissertations: 3 / 10

3.3 Composition of pedagogical staff by age

Position	Up to 35 years	36 — 55 years	56 — 70 years	71 years and more
Professor	0	2	0	0
Associate professor	0	9	1	0
Assistant professor	4	10	0	1
Lecturer	0	3	1	0

3.4 Number of foreign pedagogical staff

	Quantity
Total number of pedagogical staff	31
From Slovakia	3
Other countries	6
Total number of foreign pedagogical staff	9

3.5 Publications

The academic has selected up to five of their most important publications over the last five years.

Ing. Jan Čapek, Ph.D.**We just estimated twenty million fiscal multipliers**

ČAPEK, Jan and Jesús CRESPO CUARESMA. We just estimated twenty million fiscal multipliers. Oxford Bulletin of Economics and Statistics. 2020, vol. 82, No 3, p. 483-502. ISSN 0305-9049. doi:10.1111/obes.12351.

Fiscal multipliers in a small open economy: the case of Austria

ČAPEK, Jan, Jesús CRESPO CUARESMA, Johannes HOLLER and Philip SCHUSTER. Fiscal multipliers in a small open economy: the case of Austria. Oxford Economic Papers. Oxford: Oxford University Press, 2022, vol. 74, No 2, p. 412-430. ISSN 0030-7653. doi:10.1093/oeq/gpab027.

Macroeconomic forecasting in the euro area using predictive combinations of DSGE models

ČAPEK, Jan, Jesús CRESPO CUARESMA, Niko HAUZENBERGER and Vlastimil REICHEL. Macroeconomic forecasting in the euro area using predictive combinations of DSGE models. INTERNATIONAL JOURNAL OF FORECASTING. NETHERLANDS: ELSEVIER, 2022. ISSN 0169-2070. doi:10.1016/j.ijforecast.2022.09.002.

Ekonomové spočítali dopady opatření vlády na ekonomiku

ČAPEK, Jan and Wiesnerová EMA. Ekonomové spočítali dopady opatření vlády na ekonomiku. In Magazin M. leden 2020. Masarykova Univerzita, 2020. p. 8-9.

Vyrovná se hodnota karanténou zachráněných životů ekonomickému propadu?

SAVAROVÁ, Zdeňka and Jan ČAPEK. Vyrovná se hodnota karanténou zachráněných životů ekonomickému propadu? Masarykova Univerzita, 2020.

doc. Ing. Ondřej Částek, Ph.D.**Performance Factors of Czech Companies Identified Using Statistical Pattern Recognition: Interpretation of Results**

ČÁSTEK, Ondřej. Performance Factors of Czech Companies Identified Using Statistical Pattern Recognition: Interpretation of Results. Prague economic papers. Praha: Oeconomica, 2018, vol. 27, No 4, p. 397-416. ISSN 1210-0455. doi:10.18267/j.pep.659.

Emojis to conversion on social media

MLADENOVÍČ, Dušan, Kamil KOŠTIÁL, Nikolína LJEPAVA, Ondřej ČÁSTEK and Yash CHAWLA. Emojis to conversion on social media. INTERNATIONAL JOURNAL OF CONSUMER STUDIES. ENGLAND: WILEY, 2022, ah. of pri, ah. of pri, p. 1-18. ISSN 1470-6423. doi:10.1111/ijcs.12879.

Analýza ekonomických dopadů legislativního zákazu využívání klecového chovu slepic na území ČR

ČÁSTEK, Ondřej. Analýza ekonomických dopadů legislativního zákazu využívání klecového chovu slepic na území ČR. In Kulatý stůl na téma "Klecové chovy slepic - patří ještě do 21. století?". 2020.

Human Values as Determinants of Fairtrade Consumption in the Czech Republic

ČÁSTEK, Ondřej and Linda PLAVÁKOVÁ. Human Values as Determinants of Fairtrade Consumption in the Czech Republic. *Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis*. 2018, vol. 66, No 2, p. 465-478. ISSN 1211-8516. doi:10.11118/actaun201866020465.

A Relationship between Stakeholder Management and Business Performance in the Czech Republic

ČÁSTEK, Ondřej and Martin CENEK. A Relationship between Stakeholder Management and Business Performance in the Czech Republic. *Managing Global Transitions: International Research Journal*. Koper: University of Primorska, Faculty of Management, 2017, vol. 15, No 2, p. 187-207. ISSN 1854-6935. doi:10.26493/1854-6935.15.187-207.

doc. Ing. Ondřej Krčál, Ph.D.

Can time-inconsistent preferences explain hypothetical biases?

KRČÁL, Ondřej, Stefanie PEER and Rostislav STANĚK. Can time-inconsistent preferences explain hypothetical biases? *Economics of Transportation*. Elsevier, 2021, vol. 25, No 100207, p. 1-16. ISSN 2212-0122. doi:10.1016/j.ecotra.2021.100207.

Committed to reciprocate on a bribe or blow the whistle: The effects of periodical staff-rotation in public administration

FIŠAR, Miloš, Ondřej KRČÁL, Rostislav STANĚK and Jiří ŠPALEK. Committed to reciprocate on a bribe or blow the whistle: The effects of periodical staff-rotation in public administration. *Public Performance & Management Review*. Abingdon (England): ROUTLEDGE JOURNALS, TAYLOR & FRANCIS LTD, 2021, vol. 44, No 2, p. 404-424. ISSN 1530-9576. doi:10.1080/15309576.2020.1812410.

Real consequences matter: Why hypothetical biases in the valuation of time persist even in controlled lab experiments

KRČÁL, Ondřej, Stefanie PEER, Rostislav STANĚK and Bára KARLÍNOVÁ. Real consequences matter: Why hypothetical biases in the valuation of time persist even in controlled lab experiments. *Economics of Transportation*. 2019, vol. 20, No 1, p. 1-11. ISSN 2212-0122. doi:10.1016/j.ecotra.2019.100138.

Time preferences, cognitive abilities and intrinsic motivation to exert effort

STANĚK, Rostislav and Ondřej KRČÁL. Time preferences, cognitive abilities and intrinsic motivation to exert effort. *Applied Economics Letters*. UK: Taylor & Francis, 2019, vol. 26, No 12, p. 1033-1037. ISSN 1350-4851. doi:10.1080/13504851.2018.1511118.

Pull yourself up by your bootstraps: Identifying procedural preferences against helping others in the presence of moral hazard

STANĚK, Rostislav, Ondřej KRČÁL and Katarína ČELLÁROVÁ. Pull yourself up by your bootstraps: Identifying procedural preferences against helping others in the presence of moral hazard. *Journal of Behavioral and Experimental Economics*. New York: ELSEVIER SCIENCE INC, 2022, vol. 98, June, p. 1-9. ISSN 2214-8043. doi:10.1016/j.socec.2022.101851.

prof. Ing. Štefan Lyócsa, PhD.

Trading and non-trading period realized market volatility: Does it matter for forecasting the volatility of US stocks?

LYÓCSA, Štefan and Neda TODOROVA. Trading and non-trading period realized market volatility: Does it matter for forecasting the volatility of US stocks? *International Journal of Forecasting*. New York: Elsevier, 2020, vol. 36, No 2, p. 628-645. ISSN 0169-2070. doi:10.1016/j.ijforecast.2019.08.002.

Connectedness of financial institutions in Europe: A network approach across quantiles

DEEV, Oleg and Štefan LYÓCSA. Connectedness of financial institutions in Europe: A network approach across quantiles. *Physica A: Statistical Mechanics and its Applications*. Elsevier, 2020, vol. 550, 15 July 2020, p. 124035-124047. ISSN 0378-4371. doi:10.1016/j.physa.2019.124035.

Central bank announcements and realized volatility of stock markets in G7 countries

LYÓCSA, Štefan, Peter MOLNÁR and Tomáš PLÍHAL. Central bank announcements and realized volatility of stock markets in G7 countries. *Journal of International Financial Markets, Institutions and Money*. 2019, vol. 58, January, p. 117-135. ISSN 1042-4431. doi:10.1016/j.intfin.2018.09.010.

Impact of macroeconomic news, regulation and hacking exchange markets on the volatility of bitcoin

LYÓCSA, Štefan, Tomáš PLÍHAL, Peter MOLNÁR and Širáňová MÁRIA. Impact of macroeconomic news, regulation and hacking exchange markets on the volatility of bitcoin. *JOURNAL OF ECONOMIC DYNAMICS AND CONTROL*. AMSTERDAM: ELSEVIER SCIENCE BV, 2020, vol. 119, October, p. 1-21. ISSN 0165-1889. doi:10.1016/j.jedc.2020.103980.

Network-based asset allocation strategies

VÝROST, Tomáš, Štefan LYÓCSA and Eduard BAUMÖHL. Network-based asset allocation strategies. *The North American Journal of Economics and Finance*. 2019, vol. 47, January, p. 516-536. ISSN 1062-9408. doi:10.1016/j.najef.2018.06.008.

doc. Ing. Pavla Marciánová, Ph.D.

Factors influencing millennials intention to use peer to peer accommodation

KURILLOVÁ, Alžbeta and Pavla MARCIÁNOVÁ. Factors influencing millennials intention to use peer to peer accommodation. *Economic Research-Ekonomska Istraživanja*. Taylor & Francis, 2020, vol. 34, No 1, p. 1323-1341. ISSN 1331-677X. doi:10.1080/1331677X.2020.1825102.

The determinants of consumer behaviour of students from Brno when purchasing organic food

ŠVECOVÁ, Jana and Pavla ODEHNALOVÁ. The determinants of consumer behaviour of students from Brno when purchasing organic food. *Review of Economic Perspectives*. 2019, vol. 19, No 1, p. 49-64. ISSN 1213-2446. doi:10.2478/revecp-2019-0003.

Corporate board composition in family businesses: Evidence from the Czech Republic

ODEHNALOVÁ, Pavla and Petr PIROŽEK. Corporate board composition in family businesses: Evidence from the Czech Republic. *Management : Journal of Contemporary Management Issues*. Chorvatsko: Ekonomski fakultet Split, 2018, 23/2, No 1, p. 155-173. ISSN 1331-0194. doi:10.30924/mjcmi/2018.23.2.155.

Ing. Petr Smutný, Ph.D.

Leader traits, transformational leadership and leader effectiveness : A mediation study from the Czech Republic

PROCHÁZKA, Jakub, Martin VACULÍK, Petr SMUTNÝ and Stanislav JEŽEK. Leader traits, transformational leadership and leader effectiveness : A mediation study from the Czech Republic. *Journal for East European Management Studies*. Baden-Baden: Nomos, 2018, vol. 23, No 3, p. 474 - 501. ISSN 0949-6181. doi:10.5771/0949-6181-2018-3-474.

Project knowledge sharing mechanisms:an exploratory analysis

ŽÁKOVÁ TALPOVÁ, Sylva, Petr SMUTNÝ and Jakub PROCHÁZKA. Project knowledge sharing mechanisms:an exploratory analysis. *International Journal of Project Organisation and Management*. Geneva: Inderscience Publishers, 2022. ISSN 1740-2891. doi:10.1504/IJPOM.2023.10045547.

Wrelay

ŽÁKOVÁ TALPOVÁ, Sylva, Petr SMUTNÝ and Jan ŽÁK. *Wrelay*. 2022.

Kalkulačka nákladů neefektivního řízení projektových znalostí

ŽÁKOVÁ TALPOVÁ, Sylva, Petr SMUTNÝ, Jakub PROCHÁZKA and Jan ŽÁK. Kalkulačka nákladů neefektivního řízení projektových znalostí (Lost project knowledge COST calculator). 2021.

Transformational leadership, work satisfaction and group performance : Mediation analysis

PROCHÁZKA, Jakub, Martin VACULÍK and Petr SMUTNÝ. Transformational leadership, work satisfaction and group performance : Mediation analysis. In Zanele Ndaba and Thabang Mokoteli. *Proceedings of the 5th International Conference on Management Leadership and Governance (ICMLG 2017)*. Reading, UK: Academic Conferences and Publishing International Limited, 2017. p. 386-392. ISBN 978-1-911218-27-2.

doc. Ing. Bc. Petr Suchánek, Ph.D.

Customer satisfaction, loyalty, knowledge and competitiveness in the food industry

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