

Course Descriptions

CEEP 001 Elementary Czech

Students living in a foreign country will at some point need to ask directions, order food or just say hello. The language classes will introduce the student to the Czech language and ease his or her transition into Prague life through basic knowledge of the language. The purpose of this course is to familiarize students with the basic elements of Czech. The class will enable the students to begin to understand and speak very basic conversational Czech

•Instructors

PhDr. Anna Antořová, CSc.
University of Economics, Prague

Mgr. Eva Průšová
University of Economics, Prague

IP 316 Entrepreneurship

This course combines the theoretical understanding and the practical application of entrepreneurship or entrepreneurial behavior. It examines the role of entrepreneurship as a key factor in the success of an SME and considers the Business Plan as a framework to capture entrepreneurial aspiration. It is aimed at students who either wish to understand entrepreneurship as a subject or who are considering starting their own business.

This course is a regular course but in the intensive form. (Summer University Course)

•Instructor

Prof. Dr. Florian Bauer
MCI Management Center Innsbruck

IP 311 Sociological Problems of Contemporary European Society

The aim of this course is to explore the relationship between economy and society by asking what a sociological perspective brings to our understanding of economic processes and economic organizations, particularly in Europe. A part of this course is also examination of current research in the subfield of economic sociology.

•Instructor

Ing. Irena Vrňáková
University of Economics, Prague

IP 312 International Strategy

The aim of the course is to introduce students to company strategy and management in an international context. Based on practical examples, this course gives students the basic knowledge and knowhow to deal with strategic questions regarding business development in an international context.

This course cannot be taken together with course IP_314 International Management.

•Instructor

Ing. Ladislav Tyll, MBA, Ph.D.
University of Economics, Prague

IP 314 International Management

The aim of the course is to deepen and increase the knowledge of specifics connected with the activities of MNC. Students will study organizational structures, managerial philosophy in host countries and techniques for increase of added value within multinational production and business chains and methods of managing international teams.

This course cannot be taken together with course IP_312 International Strategy.

•Instructor

Ing. Ilya Bolotov, MBA, Ph.D.
University of Economics, Prague

IP 315 Entrepreneurship and New Business Venturing

The subject offers the overview of entrepreneurship and develops the understanding of specific entrepreneurial situations. It supports entrepreneurial attitudes and motivation and develops skills needed for business start-up and efficient entrepreneurial approach.

•Instructor

Ing. Michal Andera
University of Economics, Prague

IP 317 Globalization and World Politics

The aim of the course is to introduce the process and concept of globalization and its various aspects or dimensions, such as political, security, economic, societal, and environmental. To approach globalization in an interdisciplinary and critical manner.

•Instructor

Ing. Mgr. Kateřina Kočí, Ph.D.
University of Economics, Prague

IP 318 Power and Role of International Organizations and International Law in the 21st Century

This course will focus on a deep insight into cooperation at the international level, with focus on international (intergovernmental) organizations (IOs), their origins, powers and responsibilities. Fundamentals of public international law and the legal background of the IOs will be presented.

•Instructor

JUDr. et Mgr. Barbora Potůčková, Ph.D.

IP 323 Marketing in Central and Eastern Europe

This course will review various applications of marketing concepts within the continuously changing environments in Central and Eastern European markets. Focusing on customer relationship management, this course will explore product/service development, promotional techniques, pricing strategies, distribution alternatives, and marketing on the Internet.

This course cannot be taken together with course IP_340 International Marketing Communications.

•Instructor

Ing. David Říha, MBA, Ph.D.
University of Economics, Prague

IP 325 European Integration

The very existence of the European Union and the radical enlargement in the first decade of the 21st century is becoming one of the defining events of today. This course will focus on different aspects of European integration process throughout its history, presence and future.

•Instructor

Ing. Monika Bokšová, M.A.I.S.
University of Economics, Prague

IP 326 Globalization – Its Social and Economic Aspects

This multi-disciplinary course covers different aspects of globalization. Special attention is paid to the environmental, cultural and economic dimension of globalization-international trade and the role of multi-national corporations (MNCs).

•Instructor

Doc. Ing. Mikuláš Pichanič, CSc.
University of Economics, Prague

IP 327 Cultural History of the Czech Lands

The course gives the students an outline of Czech history and its connections with European developments. Attention will be given to the way in which history is reflected in Czech arts and literature, as arts and literature have often contributed significantly to the political life of the country. A brief outline of the history of art and architecture will present the most important periods and will be supported with slides recommending to the students the most significant places of interest in this country. The course will also show the important role of music in the cultural life of this nation.

•Instructor

Ing. Dr. Rudolf Chalupský
University of Economics, Prague

IP 331 Global Business and International Trade

The purpose of this course is to provide students with the basic knowledge of international trade theories and international trade development trends in recent decades. Special attention is given to the international trade position of Central and Eastern Europe. This course offers an approach to the consequences of the current changes in what was formerly East-West trade for opportunities within the region. The effect of globalization on trade around the world and the global economy is an important part of the course.

•Instructors

Ing. Radek Čajka, Ph.D.
University of Economics, Prague

Ing. Ilya Bolotov, MBA, Ph.D.
University of Economics, Prague

IP 334 International Relations

The course provides students with an introduction to International Relations (IR) and allows better understanding of the IR framework, concepts, context and substantive issues. It underlines European perspectives and the role of the European Union in IR.

•Instructors

Doc. Ing. Ludmila Štěrbová, CSc.
University of Economics, Prague

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University of Economics, Prague

IP 335 International Finance

The objective of the course is to provide an understanding of both the key features of foreign exchange markets and the actual problems of multinational corporations within an environment of free flows of foreign capital and floating exchange rates.

•Instructors

Doc. Ing. Josef Taušer, Ph.D.
University of Economics, Prague

Ing. Radek Čajka, Ph.D.
University of Economics, Prague

IP 340 International Marketing Communications

The course provides an integrated overview of the different forms of marketing communications (advertising, direct marketing and online communication, public relations, sales promotion, and personal selling). The course focuses on their functions, theoretical background and practical applications.

This course cannot be taken together with course IP_323 Marketing in Central and Eastern Europe.

•Instructors

Ing. Petr Král, Ph.D.
University of Economics, Prague

Ing. Marija Zlatić, Ph.D.
University of Economics, Prague

IP 347 International Marketing Communications with the Emphasis on Central Europe

The course provides an integrated overview of different forms of marketing communications (advertising, public relations, sales promotion, personal selling) and focuses on their functions, theoretical background and practical applications and specifics of their use in the international environment with a focus on Central Europe.

This course is a regular course but in the intensive form. (Summer University Course)

•Instructors

Ing. Petr Král, Ph.D.
University of Economics, Prague

IP 360 European Cultural History and Its Impact on Central Europe

The course will give the students an outline of the history Czech state and its connections to Central European developments. Attention will be given to the way in which history is reflected in arts and literature, as arts and literature have often contributed significantly to the political life of the region.

This course is a regular course but in the intensive form. (Summer University Course)

•Instructor

Ing. Dr. Rudolf Chalupský
University of Economics, Prague

IP 365 International Business in the Global Environment

The course focuses on international trade theories as a base for doing international business, international trade development trends in last decades, international trade policy, different forms of doing business, international competitiveness and social, legal or cultural aspects of international business. Special attention is given to the position of Central and Eastern Europe.

This course is a regular course but in the intensive form. (Summer University Course)

•Instructor

Ing. Radek Čajka, Ph.D.
University of Economics, Prague