

# List of courses 2022/2023

## Spring semester

Code of the subject	Name of the subject	ECTS
ERA_PICL	Private International and Commercial law	6
ERA_ISLII	International Security Law II	6
ERA_FM	Financial Markets	4
APBP_INAC	Introduction to Accounting	5
APBP_MASK	Management skills	4
APBP_MMP	Modern Marketing Practises	4
ERA_IC	International Cooperation	1

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

## Private International and Commercial law

### Course objectives

The main goal of the subject is to introduce student to the system of Czech and International Commercial Law. Students will be also introduced to the methods of drafting of commercial contracts. Attention will be given also to the system of dispute resolution and system of international business organisations.

### Learning outcomes

Student will be able to identify the main sources of Czech and International Commercial Law. Student will be able to write simple commercial contract. Student will be able to define the structure and functioning of International Business Organisations.

### Syllabus

- 1. Sources and Institutes of the Business Law in the Czech Republic
- 2. Contractual Obligations I – Sale Contract
- 3. Contractual Obligation II – Contract for the Carriage of a Thing
- 4. Contractual Obligations III – Insurance Contract
- 5. Contractual Obligations IV - Mandate
- 6. Business Corporations
- 7. Private International Law – Law Applicable to Contractual Obligations
- 8. International Sale of Goods
- 9. International Commercial Litigation
- 10. International Commercial Arbitration
- 11. International Organisations – World Trade Organisation
- 12. International Organisations – European Union

### Literature

*required literature*

- Rozehnalová, N., Drličková, K. et al.: Czech Private International Law, Brno: Masaryk University, 2015, ISBN: 978-80-210-8122-2.

### Teaching methods

Lecturing  
Demonstrating

### Assessment methods

Oral exam

## International Security Law II

The course builds on the overall knowledge of the legal framework of international security gained in International Security Law I. It focuses on selected interdisciplinary topics, such as extraterritorial sanctions, cyberattacks on the banking systems, and pandemic challenges in light of current security affairs. Students will work on individual projects reflecting their specialty background investigating the links to international security and global legal issues. Lectures will provide theoretical as well as methodological support and topical legal questions will be discussed.

### Session I:

Class 1: Basic framework of International Security Law: Reminder

Class 2: Identification of interdisciplinary links

### Session II:

Class 3: Introduction to International Economic and Development Law: A security perspective

Class 4: International sanctions

**Session III:** *Individual research (session for topical interviews, visits, online meetings etc.)*

### Session IV:

Class 7: Cyberattacks and financial sector

Class 8: International organizations

*Provisionary research issues and methodology*

**Session V:** *Individual research (session for topical interviews, visits, online meetings etc.)*

**Session VI:**

Class 11: Final oral presentations

Class 12: New challenges to International Security Law: Discussion

### **RECOMMENDED BIBLIOGRAPHY:**

ASADA, M. (ed.), *Economic Sanctions in International Law and Practice*, Routledge, Abingdon, Oxon, 2020, 256 p.

DAILLIER, P., PELLET, A., FORTEAU, M., *Droit international public*, 8e éd., L.G.D.J., Paris, 2009, 1722 p.

GRAY, Ch. D., *International Law and the Use of Force*, 4th ed., Oxford University Press, Oxford, 2018, 489 p.

ORAKHELASHVILI, A., *Collective Security*, Oxford University Press, Oxford, 2011, 382 p.

RUYS, T., CORTEN, O., HOFER, A. (eds.), *The Use of Force in International Law: A Case-Based Approach*, Oxford University Press, Oxford, 2018, 948 s.

SHAW, M.N., *International Law*, 8th ed., Cambridge University Press, Cambridge, 2017, 1033 s.

SUR, S., *International Law, Power, Security and Justice: Essays on International Law and Relations*, Hart, Oxford, 2010, 535 p.

WHITE, N. D. (ed.), *Collective Security Law*, Ashgate/Dartmouth, Aldershot, 2003, 589 s.

## **Financial Markets**

### **Course objectives**

Inform students about basic principles of financial market operations, their tasks and position in financial intermediation, major participants, connection with monetary policy and some background from financial mathematics.

### **Learning outcomes**

After successful completion of this course, the students will understand basics of both theory and praxis of financial markets operations, significance of this markets for national and international economies, they will know basic products traded on these markets and major participants present on financial markets. They will be also capable of doing basic analysis with support of financial mathematics and they will understand influence of monetary policy on financial markets.

### **Syllabus**

- Introduction to financial market mechanism
- Money market, definition, major players
- Capital markets and participants
- Stock market and products

- Bond market and products
- Foreign exchange market and products
- Financial derivatives markets and products
- Relation between financial markets and monetary policy
- Evaluation of investment projects
- Insurance business
- Risk evaluation and management
- Evaluation and appraisal of corporations

### Teaching methods

Lecturing in class Students will receive power point presentations from all lectures

### Assessment methods

Written test followed by interview

## Introduction to Accounting

### Course objectives

The aim of the subject is to introduce the fundamentals of Accounting and the principles behind it, the Financial statements (the Balance sheet, Income statement, Cash-flow statement, Notes) and its elements, the recording of relevant business transactions and book closing and the basics of financial reporting.

### Learning outcomes

Students will be able

- complete and interpret the financial statements (balance sheet, income statement, cash-flow statement);
- record basic business transactions and calculate the closing balances of accounts;
- calculate the profit;

### Syllabus

- Harmonization of accounting, similarities and differences of accounting systems in the world, accounting principles
- The annual report and the financial statements
- Accounting books and accounting documents
- The balance sheet items - assets, equity, liabilities
- The income statement by nature - expenses by nature and revenues
- The income statement by function - expenses by function and revenues
- Recording of business transactions, profit calculation, book closing
- Long-term assets - valuation of assets and value adjustments (depreciation, impairment)
- Inventory valuation, product costing and changes in own inventory
- Equity and liabilities - sources of financing the assets
- The cash-flow statement
- Income tax and value added tax

### Teaching methods

lectures and seminars, class discussion, homework, self-tests

### Assessment methods

Credit: attendance, completed self-tests, individual project 3 pages (basic assessment of a chosen company's financial statements according to a given template)

Exam: written test followed by oral examination. The written test consists of 30 questions (similar to the questions in the self-tests), 60% of correct answers is needed to pass and be eligible for the following oral examination. The written test and the oral examination is on the same day.

## Management skills

### The objective of the subject

Managerial skills represent a comprehensive set of competencies focused on the application level to strengthen the role of managers in their leadership, management and development dimension. The course focuses on the acquisition of the basic practices of the triple role of the managerial employee: manager - leader - coach, i.e. the prism of management - leadership - staff development. Students learn the principles, techniques and methods of leading, managing and developing employees. They are also supposed to use management techniques, procedures and methods to effectively manage a role of leaders for their own self-development.

### Syllabus

1. Manager-leader-coach: the triple role of a senior employee.
2. Managerial communication: principles, channels, pitfalls, forms.
3. Giving feedback, the art of giving and receiving praise and criticism.
4. Performance management and working with the managerial grid.
5. Managerial interviewing: motivational, evaluative, reproachful.
6. Methods and techniques of long-term work with subordinates.
7. Teamwork and working with team dynamics.
8. Staff motivation and corporate motivational tools.
9. Coping with communicationally challenging situations in managerial practice.
10. Coaching as a tool for staff development.
11. Basics of time and stress management.
12. Work-life-balance in practice.

### Assessment methods

Credit: Active participation and involvement in seminar discussions, completion of assigned interim seminar assignments and a minimum of 80% attendance at seminars.

Examination: An oral examination comprising questions evenly covering the various topics covered in the course.

## Modern Marketing Practises

### The objective of the subject

The course enables students to acquire and deepen theoretical and practical knowledge of marketing and at the same time to comprehend the broader context in the application of modern marketing approaches, including the application of the results of neuromarketing research in a business environment characterized by globalization and new forms of competition. The focus is

on current trends in the consumer behaviour from the perspective of Generations X, Y, Z and Alpha. The emphasis is placed on digital marketing and its tools including social media, SEM, eWOM, USG. The course uses numerous case studies and best practices from various sectors.

Upon completion of the course, students are able to: apply modern marketing approaches in practice, comprehend current trends in the consumer behaviour, select a target market, explain the differences between traditional and digital marketing, use the 7Cs of digital marketing and design a mix of digital marketing tools.

### **Syllabus**

1. Marketing and globalisation.
2. Current trends in consumer behaviour and their impact on marketing.
3. Generations X, Y, Z and Alpha and marketing.
4. Neuromarketing its practical application.
5. Brand marketing.
6. The impact of ICT on marketing. Mobile first index.
7. Traditional vs. Digital Marketing. 7 Cs of Digital Marketing.
8. Digital marketing tools. Search Engine Marketing (SEM).
9. The use of social media in marketing. Facebook, Instagram, Twitter, YouTube, Google.
10. e-Wom, user generated content (USG), blog, influencers and their role in marketing.
11. Viral marketing, buzz marketing, astroturfing, ambush marketing, ambient marketing, guerrilla (grassroots) marketing.
12. Augmented reality, gamification, social media marketing campaigns and their measurability - a practical lecture.

### **Assessment methods**

Credit: 80% participation in the exercises with active involvement in solving team tasks and preparation of an individual essay on a selected topic of approximately 6-10 standard pages.

Examination: 60% of a written test that includes multiple-choice questions evenly covering the various given topics mentioned in the lectures and the study of compulsory literature.