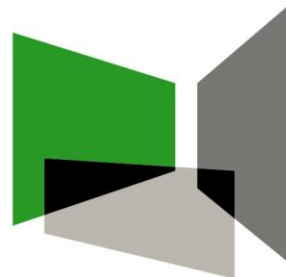


ŠKODA AUTO University



**LLP / ERASMUS**  
**SUMMER SEMESTER**  
**2012/2013**





## Courses in English Language

**18.02.2013 – 28.06.2013**

Course	ECTS	Academic supervisor
Culture, Organization and Management	3	doc. PhDr. Karel Pavlica, Ph.D.
Marketing Communication II	3	Ing. Hana Jahodová, CSc.
International Management	6	Ing. Pavel Štrach, Ph.D. et Ph.D.
Macroeconomics – Intermediate Course	5	Ing. Helena Horská, Ph.D.
Quantitative Methods of Management	5	prof. Ing. Josef Jablonský, CSc.
International Commercial Operations	5	doc. Ing. Jana Přikrylová, Ph.D.
International Tax Planning	4	JUDr. Ing. Hana Skalická, BA, Ph.D.
Introduction to Business Law	3	doc. JUDr. Dr. Jan Hejda
Company Financial Analysis	6	doc. Ing. Romana Čížinská, Ph.D.
Controlling	5	Ing. Pavel Marinič, MBA, Ph.D.
Project Management	4	Ing. Drahoslav Dvořák, Ph.D.
Safety in Transport	3	prof. Ing. Jan Kovanda, CSc.
Intelligent vehicle	2	prof. Ing. Jan Kovanda, CSc.
New Trends in Automotive Industry	3	Ing. Josef Bradáč, Ph.D.
Marketing Research	2	Ing. Hana Jahodová, CSc.
EU Law and Enterprise	5	JUDr. Václav Šmejkal, Ph.D.
International Business Law	6	JUDr. Jiří Valdhans, Ph.D.
Process IT Management	3	Ing. Martin Juhas
<b>Foreign Languages</b>		
English Language B2	4	various lecturers
English Language C1	6	various lecturers
German Language A2	3	various lecturers
German Language B2	4	various lecturers
German Language C1	6	various lecturers
Business English	2	various lecturers
Business German	2	various lecturers
Czech Language and Culture for Foreigners	3	various lecturers
Chinese Language A2	6	various lecturers
Russian Language A2	3	various lecturers
Russian Language B2	4	various lecturers
Spanish Language A2	2	various lecturers
Spanish Language B2	4	various lecturers



## **Culture, Organization and Management**

Academic supervisor: doc. PhDr. Karel Pavlica, Ph.D.  
Time allowance (lecture/seminar): 0/2 hours per week  
Assessment: Exam  
ECTS credits: 3

### Course objective:

The subject is designed as a series of the lectures and seminars focused on a variety of the mutual relations among the concepts of culture, organization and management. Within this an organization is defined as a specific cultural phenomenon on both internal as well as external level. Crucial attention is devoted to a systematic management -- analysis, development, change, monitoring etc. -- of organizational culture. All of these questions are studied from two different although intertwined perspectives - a local/national view as well as international/global one. A stress is given not only on an explanation and mediation of the most important concepts and knowledge but also on an active development of the students' cross-cultural competence, including their ability to live and work in a strange cultural environment.

### More info:

[http://is.savs.cz/katalog/syllabus.pl?jazyk=3;predmet=5617;zpet=/katalog/index.pl?podnik+a+management;fakulta=66900;obdobi=97;obdobi\\_fak=117;jak=dle\\_jmena;design=60](http://is.savs.cz/katalog/syllabus.pl?jazyk=3;predmet=5617;zpet=/katalog/index.pl?podnik+a+management;fakulta=66900;obdobi=97;obdobi_fak=117;jak=dle_jmena;design=60)

## **Marketing Communication II**

Academic supervisor: Ing. Hana Jahodová, CSc.  
Time allowance (lecture/seminar): 0/2 hours per week or 0/8 per semester  
Assessment: Classified credit  
ECTS credits: 3

### Course objective:

Explanation and a thorough analysis of a selected marketing communication tool - Public Relations. Getting acquainted with basic issues, means and forms applied in the relations with public. Acquirement of basic skills in media relations, internal and crisis communication, sponsorship and public affairs.

### More info:

<http://is.savs.cz/katalog/syllabus.pl?jazyk=3;predmet=5631;obdobi=97;zpet=/katalog/index.pl?vzorek=Marketingová+komunikace+II;design=60>



## **International Management**

Academic supervisor: Ing. Pavel Štrach, Ph.D. et Ph.D.  
Time allowance (lecture/seminar): 2/2 hours per week  
Assessment: Exam  
ECTS credits: 6

### Course objective:

The major objective of this course is to make students familiar with causes, narratives, and trajectories of multinational companies. The course touches upon managerial specificities of international business issues such as business culture, IHRM, international business strategy and ethics (all at intermediate level of theoretical depth). The course is designed competitively, requirements comprise excellent syntetical skills in disciplines of management, marketing and strategic management. Case studies are focusing on automotive and automobile industries only.

### More info:

[http://is.savs.cz/katalog/syllabus.pl?jazyk=3;predmet=5639;zpet=/katalog/index.pl?fakulta=66900;obdobi=97;obdobi\\_fak=117;jak=dle\\_jmena;design=60](http://is.savs.cz/katalog/syllabus.pl?jazyk=3;predmet=5639;zpet=/katalog/index.pl?fakulta=66900;obdobi=97;obdobi_fak=117;jak=dle_jmena;design=60)

## **Macroeconomics – Intermediate Course**

Academic supervisor: Ing. Helena Horská, Ph.D.  
Time allowance (lecture/seminar): 2/1 hours per week  
Assessment: Exam  
ECTS credits: 5

### Course objective:

The goal of the intermediate course is to establish understanding of how the macroeconomy operates and to develop a coherent theoretical framework for thinking about the determination of macroeconomic variables. This course covers several important macroeconomic topics such as economic growth, unemployment, inflation, exchange rate and interest rates and introduces the models and techniques used in modern macroeconomic theory. This theoretical framework is developed to explain the behavior of macroeconomic variables and to analyze macroeconomic policy. After completing the course, students should be able to think critically about macroeconomic problems and analyze macroeconomic policy.

### More info:

[http://is.savs.cz/katalog/syllabus.pl?jazyk=3;predmet=5623;zpet=/katalog/index.pl?vzorek=Makroekonomie II;Dohledat=Dohledat;fakulta=66900;obdobi=97;jak=dle\\_jmena;design=60](http://is.savs.cz/katalog/syllabus.pl?jazyk=3;predmet=5623;zpet=/katalog/index.pl?vzorek=Makroekonomie II;Dohledat=Dohledat;fakulta=66900;obdobi=97;jak=dle_jmena;design=60)



## **Quantitative Methods of Management**

Academic supervisor: prof. Ing. Josef Jablonský, CSc.  
Time allowance (lecture/seminar): 2/2 hours per week  
Assessment: Exam  
ECTS credits: 5

### Course objective:

The course covers basic operational research methods and models for economic decision making. Upon successful completion of the course, students will be able to apply basic operational research methods and models for solving of real decision making problems. They will be familiar with software products for mathematical modelling and optimisation.

### More info:

[http://is.savs.cz/katalog/syllabus.pl?jazyk=3;predmet=5618;zpet=/katalog/index.pl?vzo rek=Quantitative Methods of Management;Dohledat=Dohledat;fakulta=66900;obdobi=97;jak=dle\\_jmena;design=60](http://is.savs.cz/katalog/syllabus.pl?jazyk=3;predmet=5618;zpet=/katalog/index.pl?vzo rek=Quantitative Methods of Management;Dohledat=Dohledat;fakulta=66900;obdobi=97;jak=dle_jmena;design=60)

## **International Commercial Operations**

Academic supervisor: doc. Ing. Jana Přikrylová, Ph.D.  
Time allowance (lecture/seminar): 1/2 hours per week  
Assessment: Classified credit  
ECTS credits: 5

### Course objective:

Students should learn how to analyse foreign markets prior to decision about particular market entry, and based on this knowlegde to negotiate and set the best posible terms of contract.

### More info:

[http://is.savs.cz/katalog/syllabus.pl?jazyk=3;predmet=5642;zpet=/katalog/index.pl?fak ulta=66900;obdobi=97;obdobi\\_fak=117;jak=dle\\_jmena;design=60](http://is.savs.cz/katalog/syllabus.pl?jazyk=3;predmet=5642;zpet=/katalog/index.pl?fak ulta=66900;obdobi=97;obdobi_fak=117;jak=dle_jmena;design=60)



## **International Tax Planning**

Academic supervisor: JUDr. Ing. Hana Skalická, BA, Ph.D.  
Time allowance (lecture/seminar): 2/1 hours per week  
Assessment: Exam  
ECTS credits: 4

### Course objective:

The objective of the course is to form the overall picture of taxation and tax policy with the emphasis on the international taxation and tax harmonization in the European Union. During the course students get acquainted with the knowledge necessary for tax optimization in the context of the Czech tax system and double tax treaties.

### More info:

[http://is.savs.cz/katalog/syllabus.pl?jazyk=3;predmet=5637;zpet=/katalog/index.pl?fakulta=66900;obdobi=97;obdobi\\_fak=117;jak=dle\\_jmena;design=60](http://is.savs.cz/katalog/syllabus.pl?jazyk=3;predmet=5637;zpet=/katalog/index.pl?fakulta=66900;obdobi=97;obdobi_fak=117;jak=dle_jmena;design=60)

## **Introduction to Business Law**

Academic supervisor: doc. JUDr. Dr. Jan Hejda  
Time allowance (lecture/seminar): 2/0 hours per week  
Assessment: Exam  
ECTS credits: 3

### Course objective:

Introduction to Business Law Course is providing for basic orientation in corporate law and law of contracts in Czech Republic. Corporate part of the course is primarily focused on the both theoretical and practical issues related to setting up, functioning and winding up of most frequent forms of business corporations. Law of contracts part of the course is primarily focused on legal aspects of business activities together with practical implementation of most typical forms of business contracts. Course is also focused to fundamental principles of economic competition and its protection.

### More info:

[http://is.savs.cz/katalog/syllabus.pl?jazyk=3;predmet=5778;zpet=/katalog/index.pl?vzorek=Introduction to Business Law;Dohledat=Dohledat;fakulta=66900;obdobi=97;jak=dle\\_jmena;design=60](http://is.savs.cz/katalog/syllabus.pl?jazyk=3;predmet=5778;zpet=/katalog/index.pl?vzorek=Introduction%20to%20Business%20Law;Dohledat=Dohledat;fakulta=66900;obdobi=97;jak=dle_jmena;design=60)



## **Company Financial Analysis**

Academic supervisor: doc. Ing. Romana Čížinská, Ph.D.  
Time allowance (lecture/seminar): 2/2 hours per week  
Assessment: Exam  
ECTS credits: 6

### Course objective:

Financial analysis is the essential part of the modern companies' financial management. Acquaintance with financial analysis techniques and methods is the necessity for students of business. Basic precondition is the knowledge and understanding of company financial statements as the most important source of information for technical financial analysis. The objective of the course is therefore to give an overall picture of all financial analysis areas, methodical approaches, techniques, indicators and ratios that allow presenting true and fair view of company financial situation to both, insiders and outside users.

### More info:

[http://is.savs.cz/katalog/syllabus.pl?jazyk=3;predmet=5604;zpet=/katalog/index.pl?vzo rek=Company Financial Analysis;Dohledat=Dohledat;fakulta=66900;obdobi=97;jak=dle\\_jmena;design=60](http://is.savs.cz/katalog/syllabus.pl?jazyk=3;predmet=5604;zpet=/katalog/index.pl?vzo rek=Company Financial Analysis;Dohledat=Dohledat;fakulta=66900;obdobi=97;jak=dle_jmena;design=60)

## **Controlling**

Academic supervisor: Ing. Pavel Marinič, MBA, Ph.D.  
Time allowance (lecture/seminar): 2/1 hours per week  
Assessment: Exam  
ECTS credits: 5

### Course objective:

The objective of the course is to equip students with the knowledge, abilities, tools and methods from the field of controlling that are necessary for company managers. Controlling philosophy penetrates into the whole system of management and helps to achieve company goals. Managers need to implement efficient system of business management with a functional feedback and this is what the controlling process can provide.

### More info:

[http://is.savs.cz/katalog/syllabus.pl?jazyk=3;predmet=5577;zpet=/katalog/index.pl?fak ulta=66900;obdobi=97;obdobi\\_fak=117;jak=dle\\_jmena;design=60](http://is.savs.cz/katalog/syllabus.pl?jazyk=3;predmet=5577;zpet=/katalog/index.pl?fak ulta=66900;obdobi=97;obdobi_fak=117;jak=dle_jmena;design=60)



## **Project Management**

Academic supervisor: Ing. Drahoslav Dvořák, Ph.D.  
Time allowance (lecture/seminar): 0/2 hours per week  
Assessment: Exam  
ECTS credits: 4

### Course objective:

Main subject target is to transfer key practical aspects of project management from Project manager's perspective. By using practical examples to explain and train how to manage projects. To introduce basic aspects of successful projects, emphasise key methods and possibilities of project initiation, planning, tracking, managing and closing. Define ways and methods of evaluating project lifecycle phases and overall project evaluation including PM evaluation.

### More info:

[http://is.savs.cz/katalog/syllabus.pl?jazyk=3;predmet=5711;zpet=/katalog/index.pl?vzorek=Řízení projektu;Dohledat=Dohledat;fakulta=66900;obdobi=97;jak=dle\\_jmena;design=60](http://is.savs.cz/katalog/syllabus.pl?jazyk=3;predmet=5711;zpet=/katalog/index.pl?vzorek=Řízení projektu;Dohledat=Dohledat;fakulta=66900;obdobi=97;jak=dle_jmena;design=60)

## **Safety in Transport**

Academic supervisor: prof. Ing. Jan Kovanda, CSc.  
Time allowance (lecture/seminar): 1/1 hours per week  
Assessment: Classified credit  
ECTS credits: 3

### Course objective:

The target of the course is to provide students with the principles of active and passive safety vehicle systems and with intelligent transport systems aimed to safety.

### More info:

[http://is.savs.cz/katalog/syllabus.pl?jazyk=3;predmet=5800;zpet=/katalog/index.pl?fakulta=66900;obdobi=97;obdobi\\_fak=117;jak=dle\\_jmena;design=60](http://is.savs.cz/katalog/syllabus.pl?jazyk=3;predmet=5800;zpet=/katalog/index.pl?fakulta=66900;obdobi=97;obdobi_fak=117;jak=dle_jmena;design=60)





## **Intelligent vehicle**

Academic supervisor: prof. Ing. Jan Kovanda, CSc.  
Time allowance (lecture/seminar): 1/1 hours per week  
Assessment: Classified credit  
ECTS credits: 2

### Course objective:

The target of the course is to provide students with the principles of feedback and adaptive systems and with the principles of integrated safety.

### More info:

[http://is.savs.cz/katalog/syllabus.pl?jazyk=3;predmet=5788;zpet=/katalog/index.pl?fakulta=66900;obdobi=97;jak=dle\\_jmena;design=60](http://is.savs.cz/katalog/syllabus.pl?jazyk=3;predmet=5788;zpet=/katalog/index.pl?fakulta=66900;obdobi=97;jak=dle_jmena;design=60)

## **New Trends in Automotive Industry**

Academic supervisor: Ing. Josef Bradáč, Ph.D.  
Time allowance (lecture/seminar): 1/1 hours per week  
Assessment: Classified credit  
ECTS credits: 3

### Course objective:

Give basic information about the newest trends and technologies used in automotive industry. Special attention will be dedicated to fields such as safety, ecology, ergonomics, alternative fuels, automatics and robotics. Further, the basic principles of quality system control and economics in automobile productions will be explained.

### More info:

[http://is.savs.cz/katalog/syllabus.pl?jazyk=3;predmet=5673;zpet=/katalog/index.pl?vzorek=Nové trendy v automobilovém průmyslu;Dohledat=Dohledat;fakulta=66900;obdobi=97;jak=dle\\_jmena;design=60](http://is.savs.cz/katalog/syllabus.pl?jazyk=3;predmet=5673;zpet=/katalog/index.pl?vzorek=Nové trendy v automobilovém průmyslu;Dohledat=Dohledat;fakulta=66900;obdobi=97;jak=dle_jmena;design=60)



## **Marketing Research**

Academic supervisor: Ing. Hana Jahodová, CSc.  
Time allowance (lecture/seminar): 1/1 hours per week  
Assessment: Classified credit  
ECTS credits: 2

### Course objective:

The purpose of this course is to provide candidates with the fundamental skills in research design and analysis. The focus will be on qualitative and quantitative research execution and the application of research findings in decision making. The course is geared toward the practical application of research.

### More info:

[http://is.savs.cz/katalog/syllabus.pl?jazyk=3;predmet=5632;zpet=/katalog/index.pl?fakulta=66900;obdobi=97;obdobi\\_fak=117;jak=dle\\_jmena;design=60](http://is.savs.cz/katalog/syllabus.pl?jazyk=3;predmet=5632;zpet=/katalog/index.pl?fakulta=66900;obdobi=97;obdobi_fak=117;jak=dle_jmena;design=60)

## **EU Law and Enterprise**

Academic supervisor: JUDr. Václav Šmejkal, Ph.D.  
Time allowance (lecture/seminar): 0/8 hours per semester  
Assessment: Exam  
ECTS credits: 5

### Course objective:

To provide students with orientation in the basic parameters of the business environment, which are formed by harmonized EU legislation, to teach them to find relevant EU legal acts and their mandatory interpretation by ECJ in its case law, to understand their impact on business practice and also the possibility of businesses to make use of tools given by EU law for their own benefit.

### More info:

[http://is.savs.cz/katalog/syllabus.pl?jazyk=3;predmet=5801;zpet=/katalog/index.pl?vzorek=EU Law;Dohledat=Dohledat;fakulta=66900;obdobi=97;obdobi\\_fak=117;jak=dle\\_jmena;design=60](http://is.savs.cz/katalog/syllabus.pl?jazyk=3;predmet=5801;zpet=/katalog/index.pl?vzorek=EU%20Law;Dohledat=Dohledat;fakulta=66900;obdobi=97;obdobi_fak=117;jak=dle_jmena;design=60)



## **International Business Law**

Academic supervisor: JUDr. Jiří Valdhans, Ph.D.  
Time allowance (lecture/seminar): 0/8 hours per semester  
Assessment: Exam  
ECTS credits: 6

Course objective:

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More info:

[http://is.savs.cz/katalog/syllabus.pl?jazyk=3;predmet=5802;zpet=/katalog/index.pl?vzo rek=International Business Law;Dohledat=Dohledat;fakulta=66900;obdobi=97;jak=dle\\_jmena;design=60](http://is.savs.cz/katalog/syllabus.pl?jazyk=3;predmet=5802;zpet=/katalog/index.pl?vzo rek=International Business Law;Dohledat=Dohledat;fakulta=66900;obdobi=97;jak=dle_jmena;design=60)

## **Process IT Management**

Academic supervisor: Ing. Martin Juhas  
Time allowance (lecture/seminar): 0/2 hours per week  
Assessment: Exam  
ECTS credits: 3

Course objective:

Is IT difficult? It is not, when IT person stops using unnecessary buzzwords and adds some real life stories to his explanations.

IT is not just technology. IT becomes a business partner rather than just its ordinary supporter. You can imagine how difficult partnership it could be. How to manage business expectations? How to react efficiently and effectively on business demanding requirements? How and where to save costs and what is the price of saving costs? What are standards and methodologies, which could help? How to audit IT and continually improving it? All these questions will be answered within the subject sessions.

More info:

[http://is.savs.cz/katalog/syllabus.pl?jazyk=3;predmet=5691;zpet=/katalog/index.pl?fak ulta=66900;obdobi=97;obdobi\\_fak=117;jak=dle\\_jmena;design=60](http://is.savs.cz/katalog/syllabus.pl?jazyk=3;predmet=5691;zpet=/katalog/index.pl?fak ulta=66900;obdobi=97;obdobi_fak=117;jak=dle_jmena;design=60)