Anglo-American University

Catalog 2016 / 2017
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Information about the Institution

Name and Address
Anglo-American University
Anglo-americká vysoká škola, o.p.s.
Letenská 5, 118 00 Prague 1
Czech Republic
Tel: (420) 257 530 202
E-mail: info@aauni.edu
Webpage: www.aauni.edu

Used abbreviation: AAU (in Czech AAVŠ)

Schools of Study
1. School of Business Administration
2. School of Humanities and Social Sciences
3. School of International Relations and Diplomacy
4. School of Journalism
5. John H. Carey II. School of Law

Statutory Body
President
Assoc. Prof. Alan Krautstengl, Ph.D.

University Governance
Founders
Jansen Raichl
JUDr. Lenka Deverová
Richard Smith, Ph.D.
Susan Tietjen, J.D.
Prof. PhDr. Petr Matějů, Ph.D.

Board of Trustees (as of August 5, 2016)
Ing. Petr Jan Pajas, Chairman
Ing. Andrej Barčák
Mgr. Tanya Bechev
Raymond Castillo, M.A.
Rostislava Gordon-Smith, M.A.
Monika Kavanová, Ph.D.
Doc. Ing. Štěpán Müller, CSc.
Václav Pecha, M.A.

Supervisory Board (as of August 5, 2016)
Roger Kachlík, CA, Chairman
RNDr. Jana Ryšlinková, CSc.
Kristina Soukupová, Ph.D.
**Academic Authorities**

**Academic Council**

**Chair**
Assoc. Prof. Alan Krautstengl, Ph.D.

**Chair pro tempore**
Prof. PhDr. Milada Polišenská, CSc.

**Vice-Chair**
Doc. Ing. Štěpán Müller, CSc.

**Internal Members**
David Lipka, Ph.D.
Tony Ozuna, M.A.
Jennifer Fallon, J.D.
Miroslav Svoboda, Ph.D.
Daniela Lenčší Chalániová, Ph.D.

**Faculty Senate Representatives**
William Eddleston, Ph.D.
Doc. Ing. Irena Jindřichovská, CSc.

**Alumni Council Representatives**
Mgr. Ondřej Pekáček
Mgr. Juraj Vozár

**Student Council Representatives**
Bc. Adi Hadžić
Michal Hron

**Supervisory Board Representative**
Simon Gordon-Smith, MBA

**CEA Representative**
Jose Alvarez, Ph.D.

**External Representatives**
Doc. Ing. Jana Přikrylová, Ph.D.
Mgr. Daniel Anýž
Prof. Ing. Jaroslava Durčáková, CSc.
PhDr. Petr Suchý, Ph.D.
Faculty Senate (as of August 5, 2016)

Mgr. George Hays, President
William Eddleston, Ph.D.
Doc. Ing. Irena Jindřichovská, CSc.
Martin Kavěna, LL.B., B.C.L.
Daniel Padolsky, M.A.
Pietro Andrea Podda, Ph.D.
Christopher Shallow, M.Sc.
Mark Wiedorn, M.B.A.
Ebru Akcasu, M.A.

* * *

AAU representatives to the Council of Higher Education Institutions of the Czech Republic:
Member of the Presidium: Prof. PhDr. Milada Polišenská, CSc.
Member of the Plenum: Miroslav Svoboda, Ph.D.

Description of the Institution
(as of August 5, 2016)

Anglo-American University (AAU) is registered as a Public Benefit Corporation (in Czech „Obecně prospěšná společnost, o.p.s. “) in the Municipal Court in Prague, Section O, File Number 289. In Czech language, the name of the university is Anglo-americká vysoká škola (AAVŠ).

Anglo-American University (AAU) is the oldest private university in the Czech Republic. It was founded in 1990, shortly after the collapse of communism, as the Anglo-American College (AAC). The vision was to bring the best of American and British academic principles to Central Europe.

AAU has consistently attracted strong credentials to its academic community. Today it prides itself with gifted undergraduate and graduate students from over 60 countries and a renowned multinational faculty trained at fine universities around the world, including Harvard, Yale, Stanford, Berkeley, Oxford, Cambridge and others. AAU alumni have excelled in their professional careers and enjoy work worldwide in top positions in business, academia, politics, diplomacy and media.
Mission, Vision, Values

Anglo-American University honors the following principles and values in all its activities and operations aiming at fulfillment of its mission and vision.

Mission

Graduates of the Anglo-American University are prepared to make a positive difference addressing local, national and international challenges through the analysis and application of current and developing knowledge in the context of a globalized world.

Vision

AAU aspires to be a leading university in Czech Republic recognized for innovation and quality in teaching and learning with a commitment to societal excellence in a globalized world.

Values

i. **Academic excellence:** Conduct quality programs based on innovative practical learning and maintenance of a qualified and diverse faculty.

ii. **Personalized education model:** Utilize seminar and project-based education styles with strong focus on individual needs to develop knowledge base, creativity, and problem solving skills. Prepare students for life and career success.

iii. **Student focused:** Exhibit behavior, and/or make decisions that demonstrate the importance of all students (degree registered and study abroad) as key customers of the university. Seek to actively contribute to their personal success.

iv. **Diversity, Inclusivity, and Multiculturalism:** Engender a multicultural campus environment. Encourage the diversity of the student body, faculty, and staff. Treat every person with dignity.

v. **Innovation and flexibility:** Promote open discussion and support academic freedoms. Actively seek original thought from students, faculty, and staff to encourage innovative solutions in the classroom, to improve operating efficiency and to strengthen academic programs. Adapt well to change.

Non-profit University: Operate excellent affordable education through professional administration staff, qualified faculty, and external partners that communicate and collaborate with integrity as team players.

Statement on Academic Freedom

The Anglo-American University’s educational, research, advisory and other academic duties are rooted in a deep respect for academic freedom, and we consider the honoring and promotion of that freedom as one of our major values. Freedom of speech, learning and teaching, freedom of thought and research, and a right to express or challenge opinion, represent the fundamental components of AAU’s academic freedom for faculty, staff and students. The academic, ethical, and moral responsibility of AAU educators and researchers toward the students, the AAU academic community, and AAU as an institution, represents an integral part of the concept and expression of academic freedom at the Anglo-American University.
Statement on Diversity

The Anglo-American University values and encourages diversity of its student body, faculty and staff. Its leading principle is democracy, treatment of every person whatever their background and point of view may be with dignity and respect. AAU is proud to be a university with an international, multicultural and multi-ethnic academic community. Its policies, principles and codes, educational and teaching philosophy and performance as well as all other operations and work correspond to the university’s definition of values, among which the diversity plays a prominent role.

Main AAU Rules and Regulations

The fundamental AAU rules and regulations are specified in the Anglo-American University Academic Codex, which includes Financial Code, Study and Examination Code, Standards of Conduct and Discipline Code, Scholarship Code and Financial Code. Full up-to-date versions of the respective Codes are published on the AAU webpage. Relevant excerpts, additional guidelines as well as AAU Policies and Directives are available in the Student Handbook, Faculty Handbook, on the AAUNET, and on request from the AAU administration.

Degree Programs of Study

Undergraduate Programs: Business Administration – General Emphasis
Business Administration: Marketing and Communications Emphasis
Business Administration: Strategic Marketing Analysis and Planning Emphasis
Humanities, Society and Culture
International Relations
Jewish Studies: History and Culture
Journalism and Communications
LL.B. (Bachelor of Laws), University of London International Programmes
Politics and Society
Visual Art Studies

Graduate Programs: Business and Law in International Markets
Humanities
International Relations and Diplomacy
LL.M., University of London International Programmes
M.B.A. in cooperation with Chapman University, USA

Preparatory Programs: The Certificate of Higher Education in Common Law (CertHE Common Law)
Admission Requirements

AAU has a rolling admissions policy, which means that students can apply at any time of the year. The admission process takes time, though, and therefore AAU stops accepting applications to a next semester 1 week before its start for students who do not need a visa and 10 weeks before its start for students with visa requirement.

Requirements for Bachelor’s programs (Degree Seeking Students)

1. **Completed secondary education** evidenced by a notarized copy of a High School Diploma or its equivalent. AAU may recognize as equivalent any certificate which qualifies the applicant for enrolling to a bachelor’s program in the country under whose jurisdiction the certificate was issued. Especially, AAU recognizes IB diploma, A levels certificates, GED certificate. Students who are yet to graduate can apply to AAU if the expected date of graduation precedes the start of the semester for which they apply. Should they meet all other requirements for admission they may be provisionally admitted and commence their studies once the completion of their secondary education is proven by a notarized copy of the diploma or its equivalent.

2. **English proficiency at a level B2** of the Common European Framework of Reference for Languages (CEFR). There are multiple tests that AAU recognizes as evidence of the B2 level proficiency, especially:
   - TOEFL (min. 525 on the paper-based test, 197 on the computer-based test, 71 on the Internet-based test)
   - IELTS (min. 6 – minimum of 5.5 in each subtest)
   - FCE (min. B)
   - CAE (min. 45)
   - BULATS (min. 60)
   - City & Guilds - IESOL (Communicator)
   - Pearson PTE (min. 59)
   - IGCSE First Language English (C or better)
   - IGCSE English as a Second Language (B or better)
   - IB (English A or B at HL/SL)

Requirements for Master’s programs (Degree Seeking Students)

1. **Completed secondary education** (see above for details) and **completed Bachelor’s program of study** (officially accredited and instructed in English).

2. **English proficiency at a level C1** of the Common European Framework of Reference for Languages (CEFR). There are multiple tests that AAU recognizes as evidence of the C1 level proficiency, especially:
   - TOEFL (80 on the Internet-based test)
   - IELTS (min. 7)
   - CAE (min. C)
   - CPE (min. C1)
   - BULATS (min. 75)
   - City & Guilds - IESOL (expert)
   - Pearson PTE (min. 76)
**Academic Calendar 2016 - 2017**

(All except LLB & Late Intake students)

**August**
- Wed 24 – Thu 25: New Student Orientation
- Fri 26: Tuition Payment Deadline
- Wed 31: First Meeting of Classes
- Wed 31: Add/Drop Period begins

**September**
- Tue 13: Add/Drop Period ends

**Wed 28**
- Holiday – St. Wenceslav Day

**October**
- Mon 24
- Fri 28: Mid-term break begins

**November**
- Mon 31 Nov – Fri 04: 4th year BA Student Winter/Spring Advising & Registration
- Mon 07 – Fri 11: MA Student Winter/Spring Advising & Registration
- Mon 14 – Fri 18: 3rd year BA Student Winter/Spring Advising & Registration
- Wed 16: 2nd year BA Student Winter/Spring Advising & Registration
- Thu 17: Holiday – Struggle for Freedom and Democracy Day
- Mon 21 – Fri 25: Withdrawal deadline

**December**
- Mon 28 Nov – Fri 02: Winter Advising & Registration
- Thu 08: Last Meeting of Classes
- Fri 09: Exam Week begins
- Thu 15: Exam Week ends
- **Fri 23, 12:00**: University closes for Christmas Break

**January**
- Mon 02: University re-opens
- Fri 06: Tuition Payment Deadline
- Mon 09: First Meeting of Classes
- Mon 09: Add/Drop Period begins
- Tue 10: Add/Drop Period ends
- Fri 20: Withdrawal deadline
- Fri 27: Last Meeting of Classes

**February**
- Thu 02 – Fri 03: New Student Orientation
- Thu 09: Spring Semester Tuition Payment Deadline
- Fri 10: First Meeting of Classes
- Fri 10: Add/Drop Period begins
- Thu 23: Add/Drop Period ends

**April**
- Mon 03 – Fri 07: 4th year BA Student Fall/Summer Advising & Registration
- Mon 10 – Fri 14: MA Student Fall/Summer Advising & Registration
- Mon 10 – Fri 14: 3rd year BA Student Fall/Summer Advising & Registration
- Fri 14: Holiday – Good Friday
- Mon 17: Mid-term break begins
- Fri 21: Mid-term break ends
- Mon 24 – Fri 28: 2nd year BA Student Fall/Summer Advising & Registration
May
- **Mon 01**: Holiday – Labour Day
- **Tue 02**: Withdrawal deadline
- **Tue 02 – Fri 05**: 1st year BA Student Fall/Summer Advising & Registration
- **Mon 08**: Holiday – Liberation Day
- **Tue 09 – Fri 12**: Summer Advising & Registration
- **Mon 22**: Last Meeting of Classes
- **Tue 23**: Exam Week begins
- **Mon 29**: Exam Week ends

June
- **Fri 02**: Summer Tuition Payment Deadline (1st session)
- **Mon 05**: First Meeting of Classes (1st session)
- **Mon 05**: Add/Drop Period begins (1st session)
- **Tue 06**: Add/Drop Period ends (1st session)
- **Wed 14**: Withdrawal deadline (1st session)
- **Fri 23**: Last Meeting of Classes (1st session)
- **Fri 23**: Summer Tuition Payment Deadline (2nd session)
- **Mon 26**: First Meeting of Classes (2nd session)
- **Mon 26**: Add/Drop Period begin (2nd session)
- **Fri 30**: Add/Drop Period ends (2nd session)
- **Fri 30**: Graduation

July
- **Wed 05**: Holiday – Constantine and Methodius day
- **Thu 06**: Holiday – Jan Hus day
- **Tue 25**: Withdrawal deadline (2nd session)

August
- **Fri 04**: Last Meeting of Classes (2nd session)

No classes are scheduled to take place during a Czech public holiday. The start and end dates are adjusted to allow for this. Therefore, semester classes may begin and end on dates other than Mondays and Fridays.
<table>
<thead>
<tr>
<th><strong>September</strong></th>
<th>Thu 22</th>
<th>New Student Orientation</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>Fri 23</td>
<td>Tuition Payment Deadline</td>
</tr>
<tr>
<td></td>
<td>Thu 29</td>
<td>First Meeting of Classes</td>
</tr>
<tr>
<td></td>
<td>Thu 29</td>
<td>Add/Drop Period begins</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>October</strong></th>
<th>Wed 12</th>
<th>Add/Drop Period ends</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Fri 28</strong></td>
<td><strong>Holiday</strong> - Foundation of the independent Czechoslovak State</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>November</strong></th>
<th>Mon 31 Oct – Fri 04</th>
<th>4th year BA Student Winter/Spring Advising &amp; Registration</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mon 07 – Fri 11</td>
<td>MA Student Winter/Spring Advising &amp; Registration</td>
</tr>
<tr>
<td></td>
<td>Mon 14 – Fri 18</td>
<td>2nd year BA Student Winter/Spring Advising &amp; Registration</td>
</tr>
<tr>
<td></td>
<td><strong>Thu 17</strong></td>
<td><strong>Holiday</strong> - Struggle for Freedom and Democracy Day</td>
</tr>
<tr>
<td></td>
<td>Mon 21 – Fri 25</td>
<td>1st year BA Student Winter/Spring Advising &amp; Registration</td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th><strong>December</strong></th>
<th>Mon 28 Nov – Fri 02</th>
<th>Winter Advising &amp; Registration</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Fri 09</td>
<td>Withdrawal deadline</td>
</tr>
<tr>
<td></td>
<td>Fri 16</td>
<td>Last Meeting of Classes</td>
</tr>
<tr>
<td></td>
<td><strong>Fri 23, 12:00</strong></td>
<td><strong>University closes for Christmas Break</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>January 2016</strong></th>
<th>Mon 02</th>
<th>University re-opens</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mon 09</td>
<td>Classes Resume</td>
</tr>
<tr>
<td></td>
<td>Fri 20</td>
<td>Last Meeting of Classes</td>
</tr>
<tr>
<td></td>
<td>Mon 23</td>
<td>Exam Week begins</td>
</tr>
<tr>
<td></td>
<td>Fri 27</td>
<td>Exam Week ends</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>February 2016</strong></th>
<th>Thu 02 – Fri 03</th>
<th>New Student Orientation</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Thu 09</td>
<td>Spring Semester Tuition Payment Deadline</td>
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<tr>
<td></td>
<td>Fri 10</td>
<td>First Meeting of Classes</td>
</tr>
<tr>
<td></td>
<td>Fri 23</td>
<td>Add/Drop Period begins</td>
</tr>
<tr>
<td></td>
<td>Thu 23</td>
<td>Add/Drop Period ends</td>
</tr>
</tbody>
</table>

For Late Intake students there is no Mid-Term Break week. No classes are scheduled to take place during a Czech public holiday. The start and end dates are adjusted to allow for this. Therefore, semester classes may begin and end on dates other than Mondays and Fridays.
## Academic Calendar 2016 - 2017 / Law – LBB and Certificate

<table>
<thead>
<tr>
<th>Month</th>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>August</td>
<td>Wed 24 – Thu 25</td>
<td>Regular Intake Student Orientation</td>
</tr>
<tr>
<td></td>
<td>Wed 31</td>
<td>Start of Regular Intake (non-law) courses</td>
</tr>
<tr>
<td>September</td>
<td>Mon 5</td>
<td>LLB and CertHE - New Student Orientation</td>
</tr>
<tr>
<td></td>
<td>Mon 5</td>
<td>Tuition Payment Deadline</td>
</tr>
<tr>
<td></td>
<td>Wed 7</td>
<td>First Meeting of Classes</td>
</tr>
<tr>
<td></td>
<td>Thu 29</td>
<td>LLB and CertHE LEG courses - Add/Drop Period ends</td>
</tr>
<tr>
<td></td>
<td>Thu 29</td>
<td>Start of Late Intake (non-law courses)</td>
</tr>
<tr>
<td></td>
<td><strong>Wed 28</strong></td>
<td><strong>Holiday - St. Wenceslas Day</strong></td>
</tr>
<tr>
<td>October</td>
<td>Wed 12</td>
<td>LLB and CertHE LEG courses - Add/Drop Period ends</td>
</tr>
<tr>
<td>November</td>
<td>Mon 07 – Fri 11</td>
<td>3(^\text{rd}) year BA Student Spring Advising &amp; Registration</td>
</tr>
<tr>
<td></td>
<td>Mon 14 – Fri 18</td>
<td>2(^\text{nd}) year BA Student Spring Advising &amp; Registration</td>
</tr>
<tr>
<td></td>
<td>Wed 16</td>
<td>Withdrawal and LLB re-sit transfer deadline</td>
</tr>
<tr>
<td></td>
<td>Thu 17</td>
<td><strong>Holiday - Struggle for Freedom and Democracy Day</strong></td>
</tr>
<tr>
<td></td>
<td>Mon 21 – Fri 25</td>
<td>1(^\text{st}) year BA Student Spring Advising &amp; Registration</td>
</tr>
<tr>
<td>December</td>
<td>Thu 15</td>
<td>Last class session</td>
</tr>
<tr>
<td></td>
<td>Fri 23, 12:00</td>
<td>University closes for Christmas Break</td>
</tr>
<tr>
<td>January 2016</td>
<td>Mon 02</td>
<td>University re-opens</td>
</tr>
<tr>
<td></td>
<td>Mon 16</td>
<td>First Meeting of Classes</td>
</tr>
<tr>
<td></td>
<td>Mon 16</td>
<td>Spring Semester Tuition deadline</td>
</tr>
<tr>
<td></td>
<td>Mon 16</td>
<td>Add/Drop Period begins</td>
</tr>
<tr>
<td></td>
<td>Fri 27</td>
<td>Add/Drop Period ends – LEG LLB/Cert HE courses</td>
</tr>
<tr>
<td>February</td>
<td>Fri 10</td>
<td>Cert HE Regular Intake (Non-LEG courses) begin</td>
</tr>
<tr>
<td></td>
<td>Fri 10</td>
<td>Cert HE Non-LEG courses – Add/Drop Period begins</td>
</tr>
<tr>
<td></td>
<td>Thu 23</td>
<td>Cert HE Non-LEG courses - Add/Drop Period ends</td>
</tr>
<tr>
<td>April</td>
<td>Mon 3 – Fri 7</td>
<td>2(^\text{nd}) year BA Student Fall Advising &amp; Registration</td>
</tr>
<tr>
<td></td>
<td>Mon 10 – Fri 13</td>
<td>1(^\text{st}) year BA Student Fall Advising &amp; Registration</td>
</tr>
<tr>
<td></td>
<td>Fri 14</td>
<td><strong>Holiday – Good Friday</strong></td>
</tr>
<tr>
<td></td>
<td>Mon 17</td>
<td>Mid–term break begins - regular schedule suspended for ad hoc revision and practice exams</td>
</tr>
<tr>
<td></td>
<td>Fri 21</td>
<td>Mid–term break ends</td>
</tr>
<tr>
<td></td>
<td>Fri 28</td>
<td>Last Meeting of Classes</td>
</tr>
<tr>
<td>May</td>
<td>Mon 1</td>
<td><strong>Holiday - Labour Day</strong></td>
</tr>
<tr>
<td></td>
<td>Tue 2</td>
<td>Start of examination period</td>
</tr>
<tr>
<td></td>
<td>Mon 08</td>
<td><strong>Holiday – Liberation Day</strong></td>
</tr>
<tr>
<td>June</td>
<td>Fri 23</td>
<td>Projected end of examination period</td>
</tr>
</tbody>
</table>

Incoming Laws students are welcome to attend the regular intake student orientation for a larger introduction to the institution. The Laws Orientation the following week will be more specific to the Laws programmes and so will not carry the same social elements.

No classes are scheduled to take place during a Czech public holiday.
General Information for Students

Services to Students

Student Life Office
The Office of the Student Life is responsible for a wide range of student activities and events. It is the primary liaison between students, faculty and other staff. Our mission is to provide support and guidance for all students at AAU. We challenge and support individual growth through educational outreach by providing opportunities for social interaction and personal development.

A ‘Student Life Specialist’ cooperates with the members of the Student Council, an autonomous body within the university which represents students’ interests in developing strategy, policies, and programs of the university, secures student representation in university governance, and organizes various student activities. Together we try to try to create a positive educational environment, even beyond the classroom, by addressing various student needs.

The Student Life office is located on the fourth floor of AAU in room 4.13, where we welcome students to voice concerns and comments, as well as seek professional and personal help from our staff. Last but not least, the Office supervises the project of the Ambassadors, a group of experienced AAU students who have volunteered to assist new students in adapting to both Prague and university life so they become successful academically as well as socially. They are our way of saying “Welcome to Prague, and welcome to AAU!”

Career Center
The Anglo-American University Career Center is located on the 4th floor, room number 4.13. Students are welcome to visit to the office if they would like information regarding internships, full or part time work, help creating CV or cover letter, or basic info about working in Prague.

The AAU Career Center has created an online database of internships for your benefit. Priority regarding internships is given to students who are registered for internships at AAU, however, if students are interested in taking a not-for-credit internship from the database, this too can be arranged.

For regular updates on newly posted positions, both paid and unpaid, our students are invited to “like” our official AAU Career Center Facebook page, found here: https://www.facebook.com/AngloAmericanCareerCenter. New positions as well as AAU news and events are posted as soon as they are offered.

Psychological Counseling
Counseling is available for free to all AAU students throughout the obligatory semesters (Spring and Fall). It is provided in English by a trained psychologist. It can help identify individual strengths and weaknesses, learning style, values and motivation. It can also help address concerns about concentration, productivity, time management, and social interactions, thus providing support in planning individual personal development and professional career. Additionally, the service offers counseling for mental health concerns, such as transitional and adjustment issues, issues interfering with study/work or relationships, crisis management, stress, anxiety, depression or grief, at risk behaviors with food, alcohol and/or other substances, sexual concerns etc.

Full personal data protection and confidentiality are guaranteed. The counselor will not share any information with students’ parents, faculty, or deans without consent.

Service availability: September 5 – December 19, 2016; February 13 – May 29, 2016, Monday 10:00 am - 1:00 pm, 2:00 pm - 7:00 pm.
Office: Letenská 5 – room 4.10
Contact: counseling@aauni.edu

Please check the web page, Section ‘For Students’ for the up to date opening hours and further information.

Academic Tutoring Center
Academic Tutoring center specializes in improving students’ academic writing ability as well as helping them get more from your academic assignments. From basics like sentence and paragraph structure, all the way up to researching and writing a thesis, the ATC is an excellent resource for students to take advantage of. Sessions with our tutors are provided by AAU and are therefore free to all students. The ATC is part of the Department of English and Academic Writing. Sessions with ATC can be booked at http://atc.simplybook.me/sheduler/manage/event.
Reception Services
Incoming letters for students are kept at the reception. Students will be notified via email. The login and the password for the AAU email account can be obtained at the reception.

Registrar
Keeping all information up to date
Student Services Center is charged with maintaining the updated student database. Therefore, any changes in name, address, telephone number must be reported without undue delay to SSC. Also, if a foreign student is assigned the Czech birth number by the Czech authorities he/she must report that to SSC. The same applies to receiving of the permanent residence in CR.

Registration for courses and timetable adjustments
Registering for courses as well as any adjustment in one’s timetable, including withdrawing from classes, or taking a leave of absence is always finalized at the Student Services Center. See the Error! Reference source not found. section for details about respective procedures.

Confirmations, Transcripts and other official documents
Students with a valid student status can obtain a “confirmation of studies” from the Student Services Center. It is always given only for the duration of the current obligatory semester.

Advice concerning visa issues and residence permits
SSC can provide information and basic assistance. However, they cannot replace specialized professional organization dealing with visa and residence permit issues. We recommend considering one of the following providers, should students feel uncertain about the process.

- CZ Immigration: Highly professional and trustworthy paid service with wide range of services: visa a
  residence permit applications, extensions, verification of documents, assistance at the immigration offices etc. Find more information here: http://www.czimmigration.com/en/, contact: pavla.kubik@czimmigration.com
- Inbáze: Provide Social services and legal counseling, psychotherapy, assistance of intercultural workers at the immigration offices of Ministry of Interior (in Vietnamese, Mongolian, Arabic, Russian, French and English. Free of charge. Find more information here: http://www.inbaze.cz/jazyky/english/, contact: eng@inbaze.cz
- Integrační Centrum Praha: Provide Information Center, Legal Counseling, Czech language courses, Educational Seminars, Intercultural Workers and Integration Events. Free of charge. Find more information here: http://www.icpraha.com/en/, contact: info@icpraha.com

Printing and copying
You have access to the multi-functional devices located in the Printing Center near the main entrance, Computer Lab, Reception in Letenská 5, and Library. All the devices are able to print, photocopy as well as scan. Printing can be executed from a computer in a Computer Lab as well as any mobile device connected to AAU’s Wi-Fi by sending a document as attachment to print@auni.edu or uploading it to https://print.auni.edu. In order to release the printing job students must go to any of the multi-functional devices, place the ISIC card over the card reader the printing job, choose YSOFT SAFEQ/SAFEQ PRINT/Waiting/the document students want to print and push the start button. After all printing is completed, do not forget to log off (exit).

The ISIC card is charged at the Student Services Center. At the beginning of the studies students get CZK 100 credit per each registered course. Additional credit can be purchased at the Student Services Center. The costs of printing and copying are CZK 1.20 per page. The recharge is not automatic; students need to come to the Student Services Center in order to recharge your card for the next semester.
Changes to any rules concerning printing will be announced through posted announcements and/or e-mail notification.

**Special Accommodations**

AAU admits students without regard to disability and is committed to providing equal access through reasonable accommodations to students with documented disabilities. This includes physical disabilities, learning disabilities, medical disabilities, and emotional disabilities.

It is the student’s responsibility to self-identify and satisfactorily document his or her disability with the School Dean at the earliest possible opportunity so that reasonable accommodations may be provided.

Reasonable accommodations for students with documented disabilities are provided on a case-by-case basis. These may include: extra time (time-and-a-half) on major tests and exams or help with arrangement of a student tutor. Other accommodations may be possible.

Accommodations cannot alter the academic content, level, or standards of an academic course or degree program, nor pose an undue burden on AAU.

Before the start of every semester, the School Dean contacts the instructors of courses in which students with disabilities are registered to inform them of the accommodations approved for each student.

Questions about AAU’s policies and procedures regarding students with disabilities should be directed to the Vice Provost for Student Affairs

**Student Mobility**

Students can go on mobility at AAU via two main channels:

**Erasmus exchange**

AAU holds the Erasmus+ University Charter allowing our students to participate in Erasmus exchange programs. Within the program, students may spend one semester of their studies at a partner university with which AAU has a bilateral agreement. Details of the exchange will vary between individual partner universities, depending on the specific agreement signed: some exchanges are open only to bachelor’s students; some are also available to master’s students. Some agreements may also specify particular programs of study. Full information is available from the Director of International Cooperation.

Within this program, students must remain registered at AAU during the exchange and continue to pay AAU tuition. Students may receive funding from the European Union to support their stay; the amount varies in accordance with the length of the exchange and the country it takes place in.

**University exchanges**

AAU is also able to offer exchanges with a number of partner universities outside the EU on the basis of direct university agreements. As in the case of the Erasmus program, students remain registered at AAU during the exchange, and they continue to pay AAU tuition. However, they do not have to pay any additional tuition to their host university.

Possible destinations for both Erasmus and non-Erasmus exchanges are listed in the next section and also on the AAU website and on the Intranet. The list is continuously updated. Students are regularly informed about the opportunities.

**Erasmus Work Placements (international internships)**

In addition, AAU is able to offer a limited number of funded international internships each year through the Erasmus Work Placements program. In principle, Work Placements may be realized at companies or NGOs in any of the 28 EU member states plus Iceland, Liechtenstein, Norway, Turkey and FYROM (Macedonia), and in the last two years AAU students have successfully completed Placements in 11 different countries. A list of cooperating companies and NGOs is issued twice per year, together with the Call for Applications Subject to approval by the Dean, Work Placements may be counted in place of the AAU internship towards the student's degree.

**Eligibility for exchange (both Erasmus and non-Erasmus)**

Exchange is open to all full-time students at AAU under the condition that they have completed a minimum of 30 US (60 ECTS) credits, i.e. one year of studies, and have cumulative GPA above 2.5. There are no restrictions on the nationality or citizenship of participating students, though citizenship may affect visa requirements at our partner universities.

Candidates for the exchange are generally selected twice per year. Full announcements (including details of deadlines, places currently available, and selection criteria) are released at the start of the Fall and Spring semesters. Students
should note that AAU makes two separate announcements each semester, one relating to study abroad opportunities (Erasmus and university exchanges), and one for Erasmus Work Placements (internships), so it important that students consult the right announcement for their particular type of mobility.

<table>
<thead>
<tr>
<th>International Partner Universities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AAU University Exchange Agreements</strong></td>
</tr>
<tr>
<td>Australia</td>
</tr>
<tr>
<td>Canada</td>
</tr>
<tr>
<td>Israel</td>
</tr>
<tr>
<td>Japan</td>
</tr>
<tr>
<td>Korea</td>
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<td>Korea</td>
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<tr>
<td>Korea</td>
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<tr>
<td>Taiwan</td>
</tr>
<tr>
<td>Uruguay</td>
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<tr>
<td>USA</td>
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<tr>
<td>USA</td>
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<td>USA</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>AAU Erasmus Agreements</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Austria</td>
</tr>
<tr>
<td>Belgium</td>
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<tr>
<td>Germany</td>
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<tr>
<td>Germany</td>
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<tr>
<td>Germany</td>
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<tr>
<td>Spain</td>
</tr>
<tr>
<td>Estonia</td>
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<tr>
<td>France</td>
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<tr>
<td>France</td>
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<tr>
<td>France</td>
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<tr>
<td>Hungary</td>
</tr>
<tr>
<td>Italy</td>
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<tr>
<td>Lithuania</td>
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<tr>
<td>Malta</td>
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<tr>
<td>Netherlands</td>
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<td>Netherlands</td>
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<td>Netherlands</td>
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<tr>
<td>Portugal</td>
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<td>Poland</td>
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<tr>
<td>Poland</td>
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<tr>
<td>Slovenia</td>
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<tr>
<td>Turkey</td>
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<td>Great Britain</td>
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<td>Great Britain</td>
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<td>Great Britain</td>
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</tbody>
</table>

The list of our partners can be also found on the website: http://www.aauni.edu/international-cooperation/
Application requirements

For the international study abroad programs can apply all students who have finished at least 10 courses at AAU before the mobility is started and their GPA is at least 2,5.

Other Academic Partners
Kent State University, USA
Virginia Commonwealth University, USA
University of Florida, USA
Paris College of Art, France

For further information please contact Cyril Simsa (cyril.simsa@aauni.edu)
## Financial Policy

<table>
<thead>
<tr>
<th>Bank details</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of bank</td>
<td>Raiffeisen Bank</td>
</tr>
<tr>
<td>Address</td>
<td>Vodičkova 38</td>
</tr>
<tr>
<td></td>
<td>Prague 1</td>
</tr>
<tr>
<td></td>
<td>Czech Republic</td>
</tr>
<tr>
<td>Post code</td>
<td>111 21</td>
</tr>
<tr>
<td>Name of Account</td>
<td>Anglo-americká vysoká škola</td>
</tr>
<tr>
<td>Variable symbol</td>
<td>Student’s ID</td>
</tr>
<tr>
<td>Swift code</td>
<td>RZBCCZPP</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CZK Account</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Account number</td>
<td>1031009862/5500</td>
</tr>
<tr>
<td>IBAN</td>
<td>CZ73550000000001031009862</td>
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</tbody>
</table>
## Tuition

<table>
<thead>
<tr>
<th>Bachelor's Level</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition per US credit</td>
<td>CZK 5,000</td>
</tr>
<tr>
<td>Tuition per Bachelor’s Program Total (90 US credits)</td>
<td>CZK 450,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Certificate of Higher Education in Common Law</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Local tuition per core course</td>
<td>CZK 30,000</td>
</tr>
<tr>
<td>Local tuition per AAU support course</td>
<td>CZK 20,000</td>
</tr>
<tr>
<td>Tuition per Local Certificate of Higher Education Total (4 core courses / 6 support courses)</td>
<td>CZK 240,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LL.B.</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Local tuition per core LL.B. course in the 1st year</td>
<td>CZK 30,000</td>
</tr>
<tr>
<td>Local tuition per core LL.B. course in the 2nd and 3rd year</td>
<td>CZK 33,000</td>
</tr>
<tr>
<td>Local tuition per AAU support course</td>
<td>CZK 20,000</td>
</tr>
<tr>
<td>Local tuition per LL.B. Total (4 core courses in the 1st year / 8 core courses in the 2nd year / 3 support courses)</td>
<td>CZK 444,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cost for Certificate of Higher Education in Common Law students who progress to LL.B.</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition per Local Certificate of Higher Education Total – 2 years (4 core courses / 6 support courses)</td>
<td>CZK 240,000</td>
</tr>
<tr>
<td>Local tuition per LL.B. Total – the latter 2 years (8 core courses / 2 support courses)</td>
<td>CZK 304,000</td>
</tr>
<tr>
<td>Local Total Study Fees</td>
<td>CZK 544,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Master’s Level</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition per US credit</td>
<td>CZK 5,500</td>
</tr>
<tr>
<td>Tuition per Master’s Program Total (60 US credits)</td>
<td>CZK 330,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LLM – Study Support Package</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>LLM – Study Support Package (per semester)</td>
<td>CZK 10,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MBA program with Chapman University</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition per US credit</td>
<td>CZK 9,783</td>
</tr>
<tr>
<td>Program Total including textbooks and instructional material fees (46 US credits)</td>
<td>CZK 450,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Intensive Academic English Program and other non-credit classes</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition IAEP per semester</td>
<td>CZK 45,000</td>
</tr>
<tr>
<td>Tuition per 14 contact hours per semester (corresponding to 1 US credit)</td>
<td>CZK 2,500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Auditing students</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition</td>
<td>50 % of the base tuition</td>
</tr>
</tbody>
</table>
### Fees

<table>
<thead>
<tr>
<th>AAU and LL.B. Degrees</th>
<th></th>
<th></th>
</tr>
</thead>
</table>
| **Admissions Fee** (Total CZK 2,000) | CZK 500 | First part CZK 500
An admissions fee is required in order to process an application. |
| | CZK 1,500 | Additional payment CZK 1,500
Admissions processing fee, payable at registration after acceptance. |
| **Alumni Transcript Fee** | CZK 250 / EUR 10 / USD 15 | The fee is paid by alumni for each additional transcript
(apart from two originals that are issued together with diploma). |
| **Art Fee** | CZK 800 / 1,000 / 2,000 per course | The fee is charged for Art courses. It covers tickets to performances, exhibitions, etc. Payable at registration. |
| **Credit Transfer Fee** | CZK 100 per 1 UK credit
CZK 200 per 1 ECTS credit
CZK 400 per 1 US credit | The fee is paid by students who are transferring classes to AAU from other universities. Payable no later than 2 weeks after notification from the Student Services Center about successful transfer. |
| **Drop Fee** | 10 % of the tuition of the courses dropped
20 % of the tuition if all courses dropped | The fee is paid for dropping courses during the add/drop period without replacing them with other courses. For more information on add/drop policy see the section ‘Add/Drop policy’. |
| **Graduation Fee** | CZK 2,500 | The fee is related to the completion of studies. (Graduation examination, Graduation Ceremony, Alumni club and other) |
| **Installment Fee** | 2.5 % from the amount due | For more information on paying in installments see the section ‘Installment Payment Plan’. |
| **Internal TOEFL Test Fee** | CZK 2,000 | English language test. |
| **ISIC Fee** | CZK 100 / issuance
CZK 290 / reissuance | The fee is paid in order to cover the cost of issuance of an ISIC card. In case it is misplaced, the reissuance fee is 290 CZK. |
| **Late Registration Fee** | CZK 300 / course | The fee is charged for registration after the Advising / Registration Period as specified in the Academic Calendar. |
| **Library Late Fee** | CZK 10 / item / day | The fee is in the amount of CZK 10 is paid for each library item for each day it is overdue. The Late Fee is payable at the Library. |
| **Library Replacement Fees** | book buying costs plus the processing fee | Library fee. For more information on Replacement fee see the section ‘Library Policy’. |
| **Administrative Fee** | CZK 4,500 (per obligatory semester)
2,500 (per voluntary semester) | The fee is charged for academic advising and administration of registration. Students who enrolled prior to August 31, 2016 and have permanent residence in the European Union / European Economic Area are exempt from the fee. |
| **Study Extension Fee** | CZK 4,000 | The fee is paid by students who have fulfilled all academic requirements except for submission of the thesis and graduation examination and remain students of AAU. |
Waiver Exam Fee | CZK 1,000 | The fee is required to cover the cost of exam preparation and supervision, and evaluation of the test. The fee is not refundable, regardless of exam attendance or result. Payable no later than 1 day before the exam.

Chapman University (MBA) Degree

| Admissions Fee | CZK 4,500. Payable at the time of registration. |
| Degree conferral fee | CZK 800. Payable no later than 1 month prior to graduation. |

Discounts

Early Payment Discount
Students who register and pay in full during the registration period for Fall, Winter, Spring and Summer semester according to Academic Calendar are entitled to 3% discount. Discounts may be combined with the scholarships. An early payment discount does not apply to MBA program and auditing students. Once the tuition has been paid, it is not refundable except for cases of visa denial or when the add/drop policy applies.

Recruitment Discount
AAU offers a possibility of Recruitment Discount for those students who recruit a new student that begins studying at AAU. A recruiting student is eligible for a Recruitment Discount of 10% on his/her tuition for the first semester in which the new student registers. This is only applicable if the recruiting student is listed in the new student’s Application form as the Recruiter. Recruitment Discount does not apply to AAU employees. Special provisions apply to MBA program.

Add/Drop Policy
Students may add and drop courses before the end of the add/drop period stated in Academic Calendar. The AAU policy on dropping courses is as follows:

- Students can drop courses without penalty at any time up to the tuition payment deadline for a respective semester according to the Academic Calendar.
- Students can drop and replace their courses during the add/drop period without any surcharge.
- Students dropping some of their courses during the add/drop period without replacing them with other courses, will be charged 10% drop fee from the tuition of the dropped course in order to cover administrative costs.
- Students dropping all of their courses during the add/drop period without replacing them with other courses, will be charged 20% drop fee from the tuition of the dropped courses in order to cover administrative costs.
- There is no refund after the add/drop period. Students who choose to withdraw a course after the end of the add/drop period may officially withdraw from the course until the withdrawal deadline listed on the Academic Calendar of the respective semester. There is no refund of the tuition for the withdrawn courses.

If a course is cancelled due to low enrollment, AAU will provide the students with full refund of the tuition for such course.
<table>
<thead>
<tr>
<th>Dropping courses</th>
<th>Surcharge</th>
</tr>
</thead>
<tbody>
<tr>
<td>up to the tuition payment deadline</td>
<td>free</td>
</tr>
<tr>
<td>during the add / drop period and replacing them</td>
<td>free</td>
</tr>
<tr>
<td>during the add / drop period without replacing them</td>
<td>10% drop fee from the tuition of the dropped course</td>
</tr>
<tr>
<td></td>
<td>20% drop fee if dropping all of them without replacing them</td>
</tr>
<tr>
<td>after the add / drop period</td>
<td>no refund</td>
</tr>
</tbody>
</table>

**Instalment Payment Plan**

**AAU and LLB Degrees**

AAU offers to its both new and continuing students a possibility of paying their tuition in installments. The AAU policy on Installment Payment Plan is as follows:

- Auditing students and new visa seeking students are not eligible for the Installment Payment Plan.
- The Installment Payment Plan is possible only in obligatory semesters.
- The Installment Payment Plan shall be agreed with Bursar no later than by the end of add / drop period according to the Academic Calendar. After the end of the add/drop period, in extraordinary cases, the Installment Payment Plan can be agreed upon with the Director for Finance and Budgeting.

Students who pay their tuition in installments need to pay at least the minimum amount necessary for registration in the respective semester i.e.:

- 50% of the tuition plus all the applicable fees for new (non visa-seeking) students
- 10% of the tuition plus all the applicable fees for continuing students.
- The rest of the tuition is then divided in 4 equal installments and carries 2.5% surcharge i.e. the Installment fee payable at with the first installment payment.

The first three installments are then payable on or before the **twentieth day of the months following the beginning of the semester** i.e.:

- September, October and November installments in Fall semester – Regular start
- October, November and December installments in Fall semester – Late Intake
- February, March and April installments in Spring semester.

The last installment is payable on or before the **tenth day of respective month** i.e.:

- December installment in Fall semester – Regular start
- January installment in Fall semester – Late Intake
- May installment in Spring semester.

Once tuition has been paid in full, it is not possible to switch to the Installment Payment Plan.

**Chapman University (MBA) Degree**

MBA Students who pay their tuition in installments need to pay at least CZK 100 000 plus all the applicable fees before the start of the program. The rest of the tuition is then divided in installments and carries 4% surcharge i.e. the Installment fee included in the first installment. For more information on Installment Payment Plan for MBA students please contact Director for Finance and Budgeting.
Penalties
Any past due amount (including past due installments) carries a surcharge according to the following table:

<table>
<thead>
<tr>
<th>Past due</th>
<th>Surcharge</th>
</tr>
</thead>
<tbody>
<tr>
<td>up to 7 days</td>
<td>2 %</td>
</tr>
<tr>
<td>8 – 30 days</td>
<td>15 %</td>
</tr>
<tr>
<td>31 – 60 days</td>
<td>50 %</td>
</tr>
</tbody>
</table>

Students with outstanding debts to the institution
- will not be allowed to register for new courses
- will not receive their Transcript, Diploma or any other study confirmations
- will not be issued an AAU identity card for Library and Computer Lab

until such debts have been settled (i.e. until payment has been received or a schedule of future payments agreed upon).

With the exception of Library late fees, all debts should be settled with the Bursar office. Library fines must be paid in the Library or the Bursar office. For more information on Library fees please see the section ‘Library Policy’.

It is each student’s own responsibility to understand payment deadlines, to duly pay his/her tuition, either in full or in contractually bound installments and to make all the necessary steps to keep their payment status correct. Anglo-American University is not obliged to continually notify students of their respective deadlines.

AAU recognizes that some students may encounter financial hardship during the course of a semester. Such students are strongly advised to contact their School Dean. Such requests will be dealt with on a case-by-case basis. While AAU undertakes to consider these requests, action taken will depend not only upon the seriousness of the problem concerned, but also on the institution’s ability to provide help.

PLEASE NOTE: Unpaid and past due obligations will be given to the legal department for collection.

Visa Seeking Students

New Visa Seeking Students
Academically qualified visa seeking students need to pay the first semester tuition and all the applicable fees in order to receive a confirmation of student status for visa purposes, i.e.:

- CZK 81,500 for bachelor students / CZK 76,500 for LL.B. students
- CZK 89,000 for master students

Student status confirmation shall be issued by the Student Services Center of the Anglo-American University only after receiving the appropriate payments in full.

Students denied a visa are obliged to forthwith inform the Student Services Center and must present the denial evidence (usually a statement in writing from the respective Embassy) in order to obtain a full refund (less banking fees, the application fee, and the admissions fee). After receiving the visa denial evidence, a refund shall be remitted to the student in 10 working days. The refund shall be remitted to the same bank account from which the original tuition payment was transferred.

New students granted visas are eligible to register for classes at Anglo-American University during the registration period as it appears on the Academic Calendar. If a new student registers for less than he/she has already paid, the difference shall be transferred as credit toward the student’s next semester. If a new student registers more than the amount he/she has already paid, the student must pay the difference within tuition deadlines as they appear in the
Continuing Visa-Seeking Students

Continuing students seeking a visa extension must be in good financial standing with Anglo-American University, i.e. have no debts owed to Anglo-American University, including its library, have no unreturned library books, and pay at least 10% of their next semester’s tuition as well as all applicable fees in order to be registered for the next semester and receive an updated confirmation of student status for visa purposes. A student status confirmation shall be issued by the Student Services Center of the Anglo-American University only after receiving the appropriate payments in full.

Continuing visa-seeking students granted a visa are obliged to pay the rest of their tuition, either in full or contractually bound in installments arranged by the Bursar (Student Services Center), within tuition deadlines as they appear on the Academic Calendar or as arranged in the Installment Agreement. Continuing visa-seeking students denied a visa are obliged to forthwith inform the Student Services Center and must present the denial evidence (usually a statement in writing from the Ministry of Interior) in order to obtain a full refund (less banking fees). After receiving the visa denial evidence, the refund shall be remitted to the student in 10 working days. The refund shall be remitted to the same bank account from which the original tuition payment was transferred. Special provisions apply to MBA students.

General Provisions for Visa-Seeking Students

As Anglo-American University is obliged to provide the Ministry of Interior of the Czech Republic with accurate and up-to-date lists of registered foreign students; and as all students enter into a student contract with Anglo-American University under which they are obliged to, among other things, pay their tuition and all applicable fees within deadlines either as they appear on the Academic Calendar or in a previously arranged Installment Payment Plan; Anglo-American University shall consider any failure to duly pay the agreed upon amounts as a violation of the student contract. Anglo-American University shall immediately inform the Ministry of Interior of the Czech Republic of such violations. This may result in the suspension of the visa of the respective student.

PLEASE NOTE: It is each student’s own responsibility to duly pay his/her tuition, either in full or in contractually bound installments, and to do so on time. Anglo-American University is not obliged to continually notify students of their respective deadlines.

General Provisions

- Students with no amounts past due are considered to be in good financial standing.
- Only students in good academic and financial standing are eligible for any discounts or stipends.
- Discounts and scholarships apply to AAU tuition only and do not apply to the fees.
- Only students in good financial standing are allowed to register.
- New non-visa seeking students must pay at least 50% of the tuition due at the time of registration.
- Continuing non-visa seeking students must pay at least 10% of the tuition due at the time of registration.
- New visa seeking students must pay the first semester tuition. (For detailed information on new visa seeking students see the section ‘New visa seeking students’ and the section ‘General provisions for visa seeking students’).
- Continuing students seeking the visa extension must pay at least 10% of their next semester tuition. (For detailed information on continuing visa seeking students see the section ‘Continuing visa seeking students’ and ‘General provisions for visa seeking students’)
- In addition, all applicable fees (except for the Installment fee) must be paid at the time of registration.
- In order to maintain a good financial standing the remainder must be paid within deadlines set up in the Academic Calendar or Installment Payment Plan. Installs carry a 2.5% surcharge that is payable with the first installment payment (For more information on Installment Payment plan see the section ‘Installment Payment Plan’).
- Once the tuition has been paid, it is not refundable except for cases of visa denial or when the add/drop policy applies.
### Auditing

- Auditing students pay in full amount at the time of registration.
- Fees are non-refundable.
- It is each student’s own responsibility to understand payment deadlines, to duly pay his/her tuition, either in full or in contractually bound installments and to make all the necessary steps to keep their payment status correct. Anglo-American University is not obliged to continually notify students of their respective deadlines.

This document doesn’t apply retrospectively.

### Scholarship Policy

The scholarship policy sets forth specific conditions for providing merit based, alumni, accommodation and social scholarships.

#### Merit Based Scholarships

Merit based scholarship is awarded based on the cumulative GPA achieved by the end of the add/drop period of the given semester as follows:

<table>
<thead>
<tr>
<th>BA and MA programs (Except Law programs listed below) GPA</th>
<th>Scholarship level</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.9 - 4.0</td>
<td>100 %</td>
</tr>
<tr>
<td>3.8 - 3.89</td>
<td>70 %</td>
</tr>
<tr>
<td>3.7 - 3.79</td>
<td>50 %</td>
</tr>
<tr>
<td>3.6 - 3.69</td>
<td>30 %</td>
</tr>
<tr>
<td>3.5 - 3.59</td>
<td>10 %</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LLB UK Numerical GA</th>
<th>Scholarship level</th>
</tr>
</thead>
<tbody>
<tr>
<td>68 and higher</td>
<td>100 %</td>
</tr>
<tr>
<td>66 - 67.99</td>
<td>70 %</td>
</tr>
<tr>
<td>64 - 65.99</td>
<td>50 %</td>
</tr>
<tr>
<td>62 - 63.99</td>
<td>30 %</td>
</tr>
<tr>
<td>60 – 61.99</td>
<td>10 %</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Certificate of Higher Education in Common Law</th>
<th>Scholarship level</th>
</tr>
</thead>
<tbody>
<tr>
<td>68 and higher</td>
<td>100 %</td>
</tr>
<tr>
<td>66 - 67.99</td>
<td>70 %</td>
</tr>
<tr>
<td>64 - 65.99</td>
<td>50 %</td>
</tr>
<tr>
<td>62 - 63.99</td>
<td>30 %</td>
</tr>
<tr>
<td>60 - 61.99</td>
<td>10 %</td>
</tr>
</tbody>
</table>
**Alumni Scholarships**

Alumni scholarship is awarded based on the cumulative GPA from previous studies at AAU as follows:

<table>
<thead>
<tr>
<th>BA and MA programs (Except Law programs listed below) Cumulative GPA</th>
<th>Scholarship level</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.8 and higher</td>
<td>40 % off tuition</td>
</tr>
<tr>
<td>3.7 - 3.79</td>
<td>30 % off tuition</td>
</tr>
<tr>
<td>3.5 - 3.69</td>
<td>20 % off tuition</td>
</tr>
<tr>
<td>3.4 - 3.49</td>
<td>15 % off tuition</td>
</tr>
<tr>
<td>3.0 - 3.39</td>
<td>10 % off tuition</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LLB UK Numerical GA</th>
<th>Scholarship level</th>
</tr>
</thead>
<tbody>
<tr>
<td>70 and higher</td>
<td>68 % off tuition</td>
</tr>
<tr>
<td>67 - 69.99</td>
<td>65 % off tuition</td>
</tr>
<tr>
<td>64 - 66.99</td>
<td>60 % off tuition</td>
</tr>
<tr>
<td>62 - 63.99</td>
<td>58 % off tuition</td>
</tr>
<tr>
<td>59 - 61.99</td>
<td>55 % off tuition</td>
</tr>
</tbody>
</table>

**The accommodation scholarship**

Accommodation Scholarship is awarded to students who meet the following conditions:

(A) study in a program accredited by the Czech Ministry of Education, youth, and Sports;
(B) study in their first degree program in the Czech Republic or transferred to AAU from a program studied in the Czech Republic and their previous study was recognized; if they simultaneously study at another program in the Czech Republic, they are eligible for accommodation scholarship in the program in which they enrolled earlier,
(C) did not exceed the standard period of study of 3 years for BA programs, and 2 years for MA programs.
(D) do not have permanent residence in the capital city of Prague.

Applications for the accommodation scholarship for the given semester must be submitted electronically in response to a call announced by the Student Services Center after the end of the add/drop period.

Accommodation Scholarship is usually paid retroactively for the spring and fall semester. In the spring semester it is paid for the months of January through June, for the fall semester for September through December. It is not paid for July and August.

The amount of monthly scholarship is determined by the Ministry.

Accommodation scholarship cannot be paid:
(A) for the months when the student interrupted his/her studies,
(B) from the month following the date of graduation,
(C) from the month following the date on which the change occurred in the eligibility conditions.

The student is obliged to inform the Student Services Center about all changes affecting his/her eligibility without undue delay.
Social scholarship

Social scholarship is awarded to students who are entitled to child benefits under § 17 of Act no. 117/1995 Coll. on state social support, as amended, if the student’s family income ascertained for the purpose of the child benefits does not exceed the minimum living income by more than 50%.

Scholarships are awarded for the standard period of study for ten months (September to June) in the academic year. Applications for the social scholarship for the given academic year must be submitted to the Student Services Center by the end of the add/drop period.

Eligibility for scholarship is demonstrated by a written confirmation on their family’s income issued by the government agency which decided on awarding the Child benefit. The confirmation cannot be older than 21 months. The student is obliged to inform the Student Services Center about all changes affecting his/her eligibility without undue delay.

Social scholarship is usually paid retroactively for the spring and fall semester.

Social scholarship cannot be paid:
(A) for the months when the student interrupted his/her studies,
(B) from the month following the date of graduation,
(C) from the month following the date on which the change occurred in the eligibility conditions.
Library

The AAU library has over 18,000 books and journals. The library also subscribes to a variety of periodicals and newspapers. The library specializes predominantly on areas studied at the AAU: Business Administration, Humanities and Social Sciences, Journalism, International Relations and Diplomacy, and Legal Studies. The library’s circulating and reference collections offer a well-rounded selection of fiction and non-fiction books. The library’s main circulating book collection is shelved in open stacks.

For more detailed information, go to section Library on AAU web pages (www.aauni.edu) or contact library@aauni.edu.

Library Partnerships:
- The Institute of International Relations
- The Institute for Contemporary History, Academy of Sciences (CR)
- The Academy of Science Library

Library Policy

The library's main purpose is to provide study services and materials for the students, faculty and staff of AAU. Any person using library services is assumed to have observed, understood, and agrees to behave according to the library rules as set out below. These rules are intended to help maintain an effective library service and a pleasant working environment for all users.

Access
Member of the AAU staff and registered students may use all library services. Non-members of the AAU community may be given permission to use the library for reference purposes only. All users may be required to present an identity card at the library entrance and at other times if requested to do so by the library staff.

Borrowing Rules
Users must present their identity card in order to borrow material. Identity cards are not transferable. Items loaned to a student are for the personal use of that user only and remain the responsibility of the student until they are returned to the library and the loans are canceled. No items on loan may be transferred from one user to another but must be returned to the library and formally re-issued. No items can be checked out for the next semester if all materials were not returned from the previous semester. All items on loan shall be returned on expiry of membership. AAU faculty, staff, and student membership expires when employment or registered attendance at the school ceases.

Loan Periods
All circulating items with the exception of textbooks and items on short term loan will be checked out for one month from the date the book is borrowed. Consult the librarians for more details. Textbooks are available for all currently registered students. To borrow textbooks, students must prove their registration with a transcript in electronic or paper version. Textbooks required for the whole semester must be returned one week after the end of the semester. For more detailed information, see the AAU Library Calendar below. All borrowed materials for a dropped course must be returned to the library before the end of the Add/Drop period and before checking out materials for the newly added course. All items may be checked out with the exception of journals, newspapers, reference books, and other selected publications (such as On Reserve, MBA and LL.B.). A loan may be renewed on or before the due date of the item unless a reservation or recall applies. Reservations can be made only for items which have already been borrowed by another user. A written notice via e-mail is sent automatically once an item is returned.

No user will be allowed to renew items if there are outstanding overdue library materials or outstanding fines.
Number of Items
A student is entitled to check out up to 10 books in addition to course materials at one time.

Overdue Notices and Fines
If items are not returned by the due date and no extenuating circumstances were successfully communicated to the library before that date, a late fee of CZK 10 per item per day will be applied. Successful communication is understood as making a personal appearance in the library or sending an email if the library has the message on record. Telephone communication is not considered valid.

The library staff cannot be held responsible for non-delivery of library notices about overdue books or other matters. It is the borrower’s responsibility to check that his or her record is up to date and the library staff has a valid e-mail address.

A student who fails to return an item by the due date and/or fails to pay fines will have all borrowing privileges suspended until the matter is cleared up.

Overdue Textbooks
If textbooks borrowed in the REGULAR FALL or SPRING semester are not returned 1 month after the textbook due date for that semester, those textbooks will be considered lost and will be deselected from the library collection. The borrower will be charged the late fees plus the replacement fees, which will consist of the book buying costs and processing fee of CZK 500 per item. See the AAU Library Calendar below.
If textbooks borrowed in the LATE-INTAKE FALL, WINTER or SUMMER semester are not returned within 3 days of the due date for that semester, those textbooks will be considered lost and will be deselected from the library collection. The borrower will be charged the late fees plus the replacement fees, which will consist of the book buying costs and processing fee of CZK 500 per item. See the AAU Library Calendar below.

Overdue Books from the General Collection
When borrowed books are overdue for 45 days or the total late fees reach CZK 2250, those books will be considered lost and subsequently deselected. The borrower will be charged the late fees plus the replacement fees, which will consist of the book buying costs and processing fee of CZK 500 per item.

Payments for Collections Procedures
In the case that textbooks and/or books from the general collection have been deselected as a result of being overdue, an invoice for all accumulated fees will be sent to the borrower who will then need to settle all payments with the Librarian or Bursar. Students with outstanding debts will not be allowed to register for another semester, receive a transcript or diploma, and obtain confirmation of studies until all fees are settled.

Replacement of Lost or Damaged Materials
A replacement fee must be paid for any materials that are lost or damaged.

Users with an outstanding debt on a lost or damaged book will have borrowing privileges suspended until the debt is paid.

Penalties for infringement
Any user who violates the library rules may be asked to leave the library and may be refused future access to the library. Anyone who is caught stealing, destroying library materials, or disrespecting library staff will be permanently banned from using the library.
Library Deadlines for Returning Textbooks

<table>
<thead>
<tr>
<th>2016/2017 Academic Year</th>
<th>Textbooks are due back in the library. From this day, the user is charged the Late Fee.</th>
<th>Unreturned textbooks are deselected from the library collection. The user is charged the Late Fee plus the Replacement Fees.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall</td>
<td>December 16, 2016</td>
<td>January 16, 2017</td>
</tr>
<tr>
<td>Regular intake</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall</td>
<td>January 30, 2017</td>
<td>February 2, 2017</td>
</tr>
<tr>
<td>Late intake</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Winter</td>
<td>January 30, 2017</td>
<td>February 2, 2017</td>
</tr>
<tr>
<td>Spring</td>
<td>June 2, 2017</td>
<td>June 30, 2017</td>
</tr>
<tr>
<td>Summer</td>
<td>August 7, 2017</td>
<td>August 9, 2017</td>
</tr>
</tbody>
</table>

**Alumni Club**

All AAU graduates are family. We are building strong and sustainable alumni community. Our goal is to provide help and support following graduation, resources and benefits for personal and professional life and along the way, offering possibilities for networking, socializing and generally staying in contact.

Membership includes:
- Access to the campus library and its resources
- Admission to the annual AAU Ball
- Free access for you or your firm to AAU’s Career Expo
- Contacts in the Mentorship Program
- A copy of the monthly AAU newsletter
- A copy of the quarterly alumni newsletter
- Various discounts on products and services
- Invitation to AAU Alumni Mixers (3x per year)
- Invitations to other AAU-hosted events (discussions, lectures, informal events)
- Invitation to regular networking/business events hosted by AAU
- Discount on AAU tuition (for future degree-seeking students)

For further information please contact alumni@aauni.edu.
Information on Degree Programs

School of Business Administration

B.A. in Business Administration: General Emphasis

Qualification awarded
The Bachelors degree awarded is concurrently recognized as a Bachelor of Arts (B.A.) in the United States, per AAU's accreditation by the WASC Senior College and University Commission, and as a Bakalář (Bc.) accredited by the Ministry of Education of the Czech Republic. Graduates may select whether to use the U.S. post-nominal or the Czech title.

Admission requirements
Completed High School education, proficiency in English language, 2 letters of recommendation, essay on “Professional Objectives and Interests”, and an interview. For further details please see Admission and Enrollment Procedure (page 7).

Form of study
Full-time study form: standard form of education, mandatory attendance and significant in-class participation (1 ECTS credit corresponds to the workload consisting of 7 hours in class and 18 hours of home preparations per semester for students in full-time/present study form).

Profile of the program
The program has three principal aims:
- To provide students with a strong understanding of the basic principles of business administration and market economy;
- To produce graduates able to apply theoretical management, accounting, finance and marketing knowledge to real workplace situations;
- To foster civic responsibility at a micro-level, with theoretical and practical knowledge grounded in strong ethical values.

Key learning outcomes
Students who successfully complete the program will be able to:
1. Demonstrate broad knowledge in the field of business administration with a critical understanding of organizational theories and principles.
2. Address and solve moderately complex theoretical and practical issues and problems in changing contexts
   a. Achieve insight
      i. Identify and define the problem
      ii. Select, classify and interpret relevant information
   b. Use appropriate quantitative and qualitative research methods, concepts and theories
   c. Employ perspective of a relevant additional discipline
   d. Identify and select realistic solutions
   e. Evaluate possible solutions and their ethical implications
   b. Effectively communicate issues, problems, or dilemmas and their solutions
      a. In appropriate format to specialists and non-specialist audiences
      b. In written documents, oral presentations and critical discussions, drawing on the relevant disciplinary knowledge and using appropriate citations
      c. Within a team: review, evaluate and reiterate expert opinions of team members
      d. In at least one language in addition to English
   c. Take effective and responsible action both individually and within a team
      a. Take into consideration diverse and changing socio-cultural contexts
      b. Critically assess outcomes and performances
      c. Effectively use available resources
d. Engage oneself and other members of the team in life-long learning (i.e. acquisition of specialist knowledge and competences)

**Occupational profiles of graduates**
Our graduates can work as managers, business advisors or financial analysts; they are able to work in areas such as public relations, human resources, marketing or accounting, in local or global businesses. Our graduates can also continue their studies at the Master’s, Advanced level, in the Czech Republic or abroad.

**Course structure diagram with credits and graduation requirements**
The program requires 180 ECTS credits (90 US credits) and may be completed by full-time students in three years.

**Required Courses**  (26 courses, i.e. 156 ECTS credits, 78 US credits)

<table>
<thead>
<tr>
<th>Code</th>
<th>Course</th>
<th>ECTS</th>
<th>US credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>General Education Courses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CIS 161</td>
<td>Computer Information Systems</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>COM 101</td>
<td>Composition I (provided by the School of Humanities and Social Sciences)</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>COM 102</td>
<td>Composition II (provided by the School of Humanities and Social Sciences)</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>ECO 110</td>
<td>Introduction to Macroeconomics</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>ECO 120</td>
<td>Introduction to Microeconomics</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>LBS 210</td>
<td>Introduction to Business Law</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>1 course from “Humanities and Social Sciences” group</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>1 course from “Civilization” group</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Program Required Courses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CIS 261</td>
<td>Business Information Systems</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>MGT 245</td>
<td>Introduction to Management</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>MTH 111</td>
<td>Business Mathematics I*</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>MKT 248</td>
<td>Introduction to Marketing</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>MGT 255</td>
<td>Business Ethics</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>ACC 233</td>
<td>Financial Accounting</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>ACC 263</td>
<td>Managerial Accounting</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>FIN 304</td>
<td>Corporate Finance</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>MTH 222</td>
<td>Business Statistics</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Emphasis Required Courses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MTH 190</td>
<td>Business Mathematics II*</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>MGT 280</td>
<td>Project Management</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>MGT 357</td>
<td>Human Resource Management</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>1 course from:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>International Business or</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>International Marketing or</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>International Economics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MGT 325 / MKT 318 / ECO 300</td>
<td>2 courses from:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Marketing Research or</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Introduction to Econometrics or</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Operations Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2 courses from:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>International Business or</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>International Marketing or</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>International Economics</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Marketing Research or</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Introduction to Econometrics or</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Operations Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Internship</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Thesis</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Thesis seminar</td>
<td>6</td>
<td>3</td>
</tr>
</tbody>
</table>
|        | * Instead of the MTH 111 + MTH 190 sequence, students may take MTH 190 + a quantitative course of higher level.
Elective Courses (4 courses, i.e. 24 ECTS credits, 12 US credits)

<table>
<thead>
<tr>
<th>Code</th>
<th>Course</th>
<th>ECTS credits</th>
<th>US credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>“Business Elective” group</td>
<td>18</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>3 courses</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>“Non-Business Elective” group</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>1 course</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Final examination
State exams consisting of:
1. presentation and defense of Bachelor’s thesis
2. oral examination from required subjects: 1 question from the area of Management and Economics, 2 questions from the area Marketing and Finance

School Administration
Miroslav Svoboda, Ph.D., Dean, School of Business Administration
Sviatlana Skachykhina, MBA, Assistant Dean, School of Business Administration

B.A. in Business Administration: Marketing and Communications Emphasis

Qualification awarded
The Bachelors degree awarded is concurrently recognized as a Bachelor of Arts (B.A.) in the United States, per AAU’s accreditation by the WASC Senior College and University Commission, and as a Bakalář (Bc.) accredited by the Ministry of Education of the Czech Republic. Graduates may select whether to use the U.S. post-nominal or the Czech title.

Admission requirements
Completed High School education, proficiency in English language, 2 letters of recommendation, essay on “Professional Objectives and Interests”, and an interview.
For further details please see Admission and Enrollment Procedure (page 7).

Profile of the program
The program has four principal aims:

1. To allow students to focus on the Marketing and Communication, as a specific area of Business Administration and equip them with strong theoretical and practical knowledge of marketing and its management and marketing communications within the general realm of economics, management, finance and marketing.
2. To provide students theoretical and conceptual understanding of communication and its role in the society emphasizing the application in business.
3. To produce graduates able to apply the theoretical knowledge to real workplace situations.
4. To develop analytical and critical thinking, communication skills in English both in writing and speaking, ethical awareness, and graduates’ ability to understand marketing and communications from the societal perspective conditional on the specifics of the socio-economic, legal, historical, and cultural environment.
Key learning outcomes
Students who successfully complete the program will be able to:

1. Demonstrate broad knowledge in the field of business administration with a critical understanding of organizational theories and principles in the area of marketing and communication.

2. Address and solve moderately complex theoretical and practical issues and problems in changing contexts
   a. Achieve insight
      i. Identify and define the problem
      ii. Select, classify and interpret relevant information
   b. Use appropriate quantitative and qualitative research methods, concepts and theories
   c. Employ perspective of a relevant additional discipline
   d. Identify and select realistic solutions
   e. Evaluate possible solutions and their ethical implications

3. Effectively communicate issues, problems, or dilemmas and their solutions
   a. In appropriate format to specialists and non-specialist audiences
   b. In written documents, oral presentations and critical discussions, drawing on the relevant disciplinary knowledge and using appropriate citations
   c. Within a team: review, evaluate and reiterate expert opinions of team members
   d. In at least one language in addition to English

4. Take effective and responsible action both individually and within a team
   a. Take into consideration diverse and changing socio-cultural contexts
   b. Critically assess outcomes and performances
   c. Effectively use available resources
   d. Engage oneself and other members of the team in life-long learning (i.e. acquisition of specialist knowledge and competences)

Occupational profiles of graduates with example
Graduates from B.A. in Business Administration with emphasis on Marketing and Communications will be best prepared for positions in PR, external affairs, marketing and communication departments of international business which need to communicate with their external environment in English. Graduates will have firm knowledge of English both written and oral; they will understand the principles of business administration and will have excellent understanding of marketing and the need and forms of communication with stakeholders: owners, investors, community, and most importantly customers.

Course structure diagram with credits and graduation requirements
The program requires 180 ECTS credits (90 US credits) and may be completed by full-time students in three years.

<table>
<thead>
<tr>
<th>Code</th>
<th>Course</th>
<th>ECTS Credits</th>
<th>US Credits</th>
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<tbody>
<tr>
<td>CIS161</td>
<td>Computer Information Systems</td>
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<tr>
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<tr>
<td>COM102</td>
<td>Composition II (provided by the School of Humanities and Social Sciences)</td>
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<td>Introduction to Macroeconomics</td>
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<td>3</td>
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<tr>
<td>ECO120</td>
<td>Introduction to Microeconomics</td>
<td>6</td>
<td>3</td>
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<tr>
<td>LBS210</td>
<td>Introduction to Business Law</td>
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### Program Required Courses

<table>
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<th>Code</th>
<th>Course</th>
<th>ECTS credits</th>
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<tbody>
<tr>
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<td>3</td>
</tr>
<tr>
<td>MGT 245</td>
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<td>6</td>
<td>3</td>
</tr>
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<td>Business Mathematics I</td>
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</tr>
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<td>MKT 248</td>
<td>Introduction to Marketing</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>MGT 255</td>
<td>Business Ethics</td>
<td>6</td>
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<tr>
<td>ACC 233</td>
<td>Financial Accounting</td>
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</tr>
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<td>ACC 263</td>
<td>Managerial Accounting</td>
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<tr>
<td>FIN 304</td>
<td>Corporate Finance</td>
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<td>MTH 222</td>
<td>Business Statistics</td>
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### Emphasis Required Courses

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<th>US credits</th>
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<tr>
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<td>6</td>
<td>3</td>
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<tr>
<td>SOC 100</td>
<td>Introduction to Sociology</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>MKT 250</td>
<td>Media and Marketing Communication</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>MKT 320</td>
<td>Brand Management</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>MKT 329</td>
<td>Buyer Behavior</td>
<td>6</td>
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</tr>
<tr>
<td>MKT 375</td>
<td>Marketing Research</td>
<td>6</td>
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<tr>
<td>COM 110</td>
<td>Public Speaking</td>
<td>6</td>
<td>3</td>
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<td>MKT 268</td>
<td>Public Relations</td>
<td>6</td>
<td>3</td>
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<tr>
<td>MKT 258</td>
<td>Introduction to Advertising</td>
<td>6</td>
<td>3</td>
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<td>MKT 280</td>
<td>Direct Marketing and Sales</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>MKT 430</td>
<td>Strategic Marketing and Planning</td>
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### Internship

<table>
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<th>Course</th>
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</thead>
<tbody>
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### Thesis

<table>
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<td>MGT 430</td>
<td>Strategic Planning</td>
<td>6</td>
<td>3</td>
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<tr>
<td>MGT 435/ MKT 435</td>
<td>Thesis seminar</td>
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### Elective Courses (2 courses, 12 ECTS credits, 6 US credits)

<table>
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<th>Code</th>
<th>Course</th>
<th>ECTS credits</th>
<th>US credits</th>
</tr>
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<tr>
<td></td>
<td><strong>“Business Elective” group</strong></td>
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<td></td>
<td>1 course</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>“Non-Business Elective” group</strong></td>
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</tr>
<tr>
<td></td>
<td>1 course</td>
<td>6</td>
<td>3</td>
</tr>
</tbody>
</table>

### Final examination

State exams consisting of:

1. presentation and defense of Bachelor’s thesis
2. oral examination from required subjects: 1 question from the area Economics and Management, 1 question from the area of Marketing and Finance, 1 question from area of Marketing and Communications

### School Administration

Miroslav Svoboda, Ph.D., Dean, School of Business Administration
Sviatlana Skachykchina, MBA, Assistant Dean, School of Business Administration
Romana Kavanová, B.A., Coordinator, School of Business Administration
B.A. in Business Administration: Strategic Marketing Analysis and Planning Emphasis

Qualification awarded
The Bachelors degree awarded is concurrently recognized as a Bachelor of Arts (B.A.) in the United States, per AAU’s accreditation by the WASC Senior College and University Commission, and as a Bakalář (Bc.) accredited by the Ministry of Education of the Czech Republic. Graduates may select whether to use the U.S. post-nominal or the Czech title.

Admission requirements
Completed High School education, proficiency in English language, 2 letters of recommendation, essay on “Professional Objectives and Interests”, and an interview. For further details please see Admission and Enrollment Procedure (page 7).

Profile of the program
The program has the following principal aims:

1. To allow students to focus on Strategic Marketing, as a specific area of Business Administration and equip them with strong theoretical and practical knowledge in the area of strategic marketing within the general realm of economics, management, finance and marketing.
2. To equip students with quantitative and qualitative methods used for marketing data analysis relevant for strategic marketing decisions.
3. To develop qualitative analysis and logical thinking skills important for efficient design of marketing strategies.
4. To produce graduates able to apply the theoretical knowledge to real workplace situations.
5. To develop analytical and critical thinking, communication skills in English both in writing and speaking, ethical awareness, and graduates’ ability to understand marketing and communications from the societal perspective conditional on the specifics of the socio-economic, legal, historical, and cultural environment.

Key learning outcomes
Students who successfully complete the program will be able to:

1. Demonstrate knowledge in the field of business administration with a critical understanding of organizational theories and principles in the area of strategic marketing.
2. Address and solve moderately complex theoretical and practical issues and problems in changing contexts
   a. Achieve insight
      i. Identify and define the problem
      ii. Select, classify and interpret relevant information
   b. Use appropriate quantitative and qualitative research methods, concepts and theories
   c. Employ perspective of a relevant additional discipline
   d. Identify and select realistic solutions
   e. Evaluate possible solutions and their ethical implications
3. Effectively communicate issues, problems, or dilemmas and their solutions
   a. In appropriate format to specialists and non-specialist audiences
   b. In written documents, oral presentations and critical discussions, drawing on the relevant disciplinary knowledge and using appropriate citations
   c. Within a team: review, evaluate and reiterate expert opinions of team members
   d. In at least one language in addition to English
4. Take effective and responsible action both individually and within a team
   a. Take into consideration diverse and changing socio-cultural contexts
   b. Critically assess outcomes and performances
   c. Effectively use available resources
   d. Engage oneself and other members of the team in life-long learning (i.e. acquisition of specialist knowledge and competences)
Occupational profiles of graduates with example
Graduates from B.A. in Business Administration with emphasize on Strategic Marketing will be best suited for analytical and managerial positions in marketing planning and strategic marketing departments of international companies. They will have strong analytical skills, firm knowledge of quantitative methods used for analysis of markets and decision making, and they will have understanding of the role marketing plays in the overall operation of a company.

Course structure diagram with credits and graduation requirements
The program requires 180 ECTS credits (90 US credits) and may be completed by full-time students in three years.

Required Courses  (28 courses, i.e. 168 ECTS credits, 84 US credits)

<table>
<thead>
<tr>
<th>Code</th>
<th>Course</th>
<th>ECTS Credits</th>
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</thead>
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<tr>
<td>CIS 161</td>
<td>Computer Information Systems</td>
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<tr>
<td>COM 101</td>
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<tr>
<td>COM 102</td>
<td>Composition II (provided by the School of Humanities and Social Sciences)</td>
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<td>3</td>
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<tr>
<td>ECO 110</td>
<td>Introduction to Macroeconomics</td>
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<td>3</td>
</tr>
<tr>
<td>ECO 120</td>
<td>Introduction to Microeconomics</td>
<td>6</td>
<td>3</td>
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<tr>
<td>LBS 210</td>
<td>Introduction to Business Law</td>
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<td></td>
<td>Program Required Courses</td>
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<tr>
<td>CIS 261</td>
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</tr>
<tr>
<td>MGT 245</td>
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<tr>
<td>MTH 111</td>
<td>Business Mathematics I</td>
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<tr>
<td>MKT 248</td>
<td>Introduction to Marketing</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>MGT 255</td>
<td>Business Ethics</td>
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<td>ACC 233</td>
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<td>MTH 222</td>
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<td></td>
<td>Emphasis Required Courses</td>
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<tr>
<td>PSY 150</td>
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<tr>
<td>SOC 100</td>
<td>Introduction to Sociology</td>
<td>6</td>
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</tr>
<tr>
<td>MKT 320</td>
<td>Brand Management</td>
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<td>MKT 329</td>
<td>Buyer Behavior</td>
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<td>MKT 375</td>
<td>Marketing Research</td>
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<td>MKT 420</td>
<td>Pricing Strategy</td>
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<tr>
<td>MTH 190</td>
<td>Business Mathematics II*</td>
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<td>Introduction to Econometrics</td>
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<td>MTH 320</td>
<td>Quantitative Decision Making</td>
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<tr>
<td></td>
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<td>3</td>
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<tr>
<td>BUS 349</td>
<td>Internship</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Thesis</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MGT 430</td>
<td>Strategic Planning</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>MGT 435 / MKT 435</td>
<td>Thesis Seminar</td>
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</table>

* Instead of the MTH 111 + MTH 190 sequence, students may take MTH 190 + a quantitative course of higher level.
### Elective Courses
(2 courses, 12 ECTS credits, 6 US credits)

<table>
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<tr>
<th>Code</th>
<th>Course</th>
<th>ECTS credits</th>
<th>US credits</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>“Business Elective” group</td>
<td>6</td>
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</tr>
<tr>
<td></td>
<td>1 course</td>
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<td></td>
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<tr>
<td></td>
<td>“Non-Business Elective” group</td>
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<td>3</td>
</tr>
<tr>
<td></td>
<td>1 course</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Final examination
State exams consisting of:
1. presentation and defense of Bachelor’s thesis
2. oral examination from required subjects: 1 question from area of Economics and Management, 1 question from area of Marketing and Finance, 1 question from area Strategic Marketing Analysis and Planning

### School Administration
Miroslav Svoboda, Ph.D., Dean, School of Business Administration
Sviatlana Skachykhina, MBA, Assistant Dean, School of Business Administration
Romana Kavanová, B.A., Coordinator, School of Business Administration
M.A. in Business and Law in International Markets

Qualification Awarded
The Masters degree awarded is concurrently recognized as a Master of Arts (M.A.) in the United States, per AAU’s accreditation by the WASC Senior College and University Commission, and as a Magistr (Mgr.) accredited by the Ministry of Education of the Czech Republic. Graduates may select whether to use the U.S. post-nominal or the Czech title.

Admission Requirements
Completed Bachelor’s education, fundamentals of economics (at the bachelor’s level at AAU), proficiency in English language, 2 letters of recommendation, essay on “Professional Objectives and Interests”, and an interview.

Form of study
Full-time study form: standard form of education, mandatory attendance and significant in-class participation (1 ECTS credit corresponds to the workload consisting of 7 hours in class and 18 hours of home preparations per semester for students in full-time/present study form).

Profile of the program
The program has three principal aims:

1. To offer a unique blend of graduate education in business and law.
2. To combine theoretical knowledge in the areas of economics, law, finance and business administration with practical applications in the areas of management, legal aspects of running a business, and strategic decision-making.
3. To prepare students for a wide array of positions and successful careers in international business organizations.

Key learning outcomes
Students who successfully complete the program will be able to:

1. Demonstrate specialized knowledge in economics, business and business law relating to international markets, with a critical awareness and understanding of theories and methods in these fields
   a. Achieve insight
      i. Identify and define the problem, formulate an advanced research question
      ii. Select, classify and interpret relevant information
   b. Assess and utilize an appropriate advanced quantitative and qualitative research methods, current concepts and theories
   c. Employ perspective of a relevant additional discipline
   d. Create an applied and investigative work that assesses the resulting gains and difficulties and/or proposes original solutions
   e. Evaluate possible solutions
   f. Address the ethical implications of the issues at hand
2. Address and solve complex theoretical and practical issues and problems in changing and unfamiliar contexts, independently produce advanced categories of research outcomes, including analytical synthesis
   a. Achieve insight
      i. Identify and define the problem, formulate an advanced research question
      ii. Select, classify and interpret relevant information
   b. Assess and utilize an appropriate advanced quantitative and qualitative research methods, current concepts and theories
   c. Employ perspective of a relevant additional discipline
   d. Create an applied and investigative work that assesses the resulting gains and difficulties and/or proposes original solutions
   e. Evaluate possible solutions
   f. Address the ethical implications of the issues at hand
3. Effectively reflect on and communicate complex issues, problems, or dilemmas and their solutions
   a. In an appropriate format to engage with specialists and non-specialist audiences
   b. Drawing on the relevant disciplinary knowledge, utilizing a variety of appropriate media, with appropriate citations
   c. Within a team: review, evaluate and reiterate expert opinions of team members, effectively lead the discussion
   d. In at least one language in addition to English
4. Initiate and carry out specialist activities
   a. Independently and through coordinating the actions of others
   b. Take into consideration diverse and changing socio-cultural contexts
   c. Critically assess outcomes and performances
   d. Effectively use available resources
   e. Engage oneself and other members of the team in life-long learning (i.e. acquisition of specialist knowledge and competences)

**Occupational profiles of graduates**

Our graduates can work as mid-level managers in a variety of international organizations, including for-profit companies, non-profit organizations or governmental agencies.

**Course structure diagram with credits and graduation requirements**

The program requires 120 ECTS credits (60 US credits) and may be completed by full-time students in two years.

**Required Courses**  (15 courses, i.e. 90 ECTS credits, 45 US credits)

<table>
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<tr>
<th>Code</th>
<th>Course</th>
<th>ECTS Credits</th>
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<tr>
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<td>ECO 620</td>
<td>Political Economy of European Integration and Trade in the EU</td>
<td>6</td>
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<td>ECO 640</td>
<td>Organizational Theory and Design</td>
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<td>FIN 510</td>
<td>International Finance</td>
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<td>FIN 541</td>
<td>Corporate Finance in Global Environment</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>MGT 510</td>
<td>Management and Communication in Global Environment</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>MGT 641</td>
<td>Business Strategies and Global Competition</td>
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<td>3</td>
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<td>MGT 681</td>
<td>International Operations Management</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>MGT 631</td>
<td>Global Strategy Online Simulation: Innovations and Design</td>
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<td>Business Law</td>
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<td>Law of Business Contracts</td>
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<td>EU Law</td>
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<td>LBS 640</td>
<td>Protection of Economic Competition</td>
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<td>MGT 701</td>
<td>Thesis Seminar I</td>
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<tr>
<td>MGT 702</td>
<td>Thesis Seminar II</td>
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**Elective Courses**  (5 courses, i.e. 30 ECTS credits, 15 US credits)

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<td>BUS 649</td>
<td>Internship</td>
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</tr>
<tr>
<td>ECO 543</td>
<td>Economic Aspects of Globalization</td>
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<td>3</td>
</tr>
<tr>
<td>FIN 620</td>
<td>Investment Analysis and Portfolio Management</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>FIN 641</td>
<td>International Banking</td>
<td>6</td>
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</tr>
<tr>
<td>IRS 503</td>
<td>International Law</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>LBS 502</td>
<td>Law &amp; Business of Fashion</td>
<td>6</td>
<td>3</td>
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<tr>
<td>MGT 580</td>
<td>Sustainable Enterprise Management</td>
<td>6</td>
<td>3</td>
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<tr>
<td>MGT 683</td>
<td>Advanced Project Management</td>
<td>6</td>
<td>3</td>
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<tr>
<td>MTH 550</td>
<td>Econometrics</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>POS 502</td>
<td>Theories of Globalization</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>POS 510</td>
<td>International Political Economy</td>
<td>6</td>
<td>3</td>
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<td>Course Title</td>
<td>Credits</td>
<td>Type</td>
</tr>
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<td>------------------------------------------------------------------</td>
<td>---------</td>
<td>------</td>
</tr>
<tr>
<td>POS 509</td>
<td>Advanced Social Science Research Methods</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>IRS 505</td>
<td>Europe in Global Politics</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>IRS 507</td>
<td>Current Issues in International Relations from Diplomatic Perspectives</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>IRS 501</td>
<td>International Development</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>French / German / Russian (provided by the School of International Relations and Diplomacy)</td>
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<td>3</td>
</tr>
</tbody>
</table>

**Final Examination**

State exams consisting of:

1. presentation and defense of Master’s thesis
2. oral examination from three subjects areas based on the program required classes:
   a. International Trade, International Finance, Political Economy of European Integration and Trade in the EU, Organizational Theory and Design
   b. Law in International Business, Law of Business Contracts, Protection of Economic Competition, EU Law

**School Administration**

Miroslav Svoboda, Ph.D., Dean, School of Business Administration
Sviatlana Skachykhina, MBA, Assistant Dean, School of Business Administration
Romana Kavanová, B.A., Coordinator, School of Business Administration
MBA – Master of Business Administration

Qualification Awarded
MBA, Master of Business Administration. The program is offered in cooperation with the Argyros School of Business and Economics at Chapman University, California, USA. The degree is awarded by Chapman University, California, USA.

The quality of the program is guaranteed by the accreditation of the Association to Advance Collegiate Schools of Business International (AACSB) and by the institutional accreditation of Chapman University by the Western Associations of Schools and Colleges (WASC).

Admission Requirements
Completed education at Bachelors’ level, proficiency in English language, three years of professional experience, CV, 2 letters of recommendation, statement of intent, and an interview.

Profile of the program
The MBA program is offered in cooperation with the Argyros School of Business and Economics at Chapman University, California, USA.

The main professional goal of the program is to give students the competitive advantage necessary to become leaders in a dynamic market-driven economy. Graduates emerge from the MBA program infused with an understanding that in order to create and enhance value, management must think creatively, behave proactively, and communicate effectively.

Key learning outcomes
1. Each student will be able to effectively apply paradigms and theories in accounting, economics, finance, management, marketing and operations to solve business problems.
2. Each student will possess the quantitative and technical skills to analyze data, interpret results and propose defensible solutions for improving business performance.
3. Each student will be able to evaluate the economic potential of business opportunities, devise actionable strategies, and communicate recommendations persuasively.
4. Each student will be able to demonstrate the ability to integrate diverse and global perspectives to professionally address management issues.

Occupational profiles of graduates
Our graduates can work as mid-level and senior-level managers in companies in a variety of areas such as marketing, technology, logistics and supply chain management, finance, human resources, operations management, project management, and general management. Graduates are well-qualified to supervise employees and manage multiple divisions and business processes.

Course structure diagram with credits and graduation requirements
The program requires completion of 12 courses, 46 US credits. It may be completed by full-time students in 17 months.
### Required Courses (9 courses, 36 US credits)

<table>
<thead>
<tr>
<th>Code</th>
<th>Course</th>
<th>US credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 601</td>
<td>Economic Analysis for Business</td>
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</tr>
<tr>
<td>BUS 602</td>
<td>Accounting and Financial Analysis</td>
<td>4</td>
</tr>
<tr>
<td>BUS 603</td>
<td>Statistics for Business Decisions</td>
<td>4</td>
</tr>
<tr>
<td>BUS 604</td>
<td>Organization Design and Behavior</td>
<td>4</td>
</tr>
<tr>
<td>BUS 605</td>
<td>Marketing Management</td>
<td>4</td>
</tr>
<tr>
<td>BUS 606</td>
<td>Operations and Technology Management</td>
<td>4</td>
</tr>
<tr>
<td>BUS 607</td>
<td>Financial Management</td>
<td>4</td>
</tr>
<tr>
<td>BUS 610</td>
<td>Understanding the Global Business Environment</td>
<td>4</td>
</tr>
<tr>
<td><strong>Capstone Course</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BUS 612</td>
<td>Strategic Management</td>
<td>4</td>
</tr>
</tbody>
</table>

### Elective Courses (3 courses, 10 US credits)

<table>
<thead>
<tr>
<th>Code</th>
<th>Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 621</td>
<td>Investment</td>
</tr>
<tr>
<td>BUS 624</td>
<td>Marketing Research</td>
</tr>
<tr>
<td>BUS 627</td>
<td>Corporate Finance and Global Environment</td>
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<tr>
<td>BUS 628</td>
<td>International Finance</td>
</tr>
<tr>
<td>BUS 630</td>
<td>New Product Development</td>
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<tr>
<td>BUS 633</td>
<td>International Marketing</td>
</tr>
<tr>
<td>BUS 634</td>
<td>Marketing Strategy</td>
</tr>
<tr>
<td>BUS 635</td>
<td>Management of Entrepreneurial Enterprises</td>
</tr>
<tr>
<td>BUS 637</td>
<td>Financial Markets and Institutions</td>
</tr>
<tr>
<td>BUS 640</td>
<td>Leadership and Corporate Governance</td>
</tr>
<tr>
<td>BUS 641</td>
<td>Portfolio Management</td>
</tr>
<tr>
<td>BUS 645</td>
<td>Human Resources Management</td>
</tr>
<tr>
<td>BUS 652</td>
<td>Conflict and Negotiation</td>
</tr>
<tr>
<td>BUS 655</td>
<td>Service Management</td>
</tr>
<tr>
<td>BUS 656</td>
<td>Project Management</td>
</tr>
<tr>
<td>BUS 657</td>
<td>Global Supply Chain Management</td>
</tr>
<tr>
<td>BUS 660</td>
<td>Creativity and Innovation (Corporate Entrepreneurship)</td>
</tr>
</tbody>
</table>

*Descriptions of the elective courses can be found on the AAU website*

The list of elective courses is only informational. Full list of electives is available on www.chapman.edu. The final offer of electives will be available at the beginning of the program, after the first semester.

**Final examination**

Students are required to complete all the coursework. There is no special final exam for the program.

**AAU SBA Administration**

Miroslav Svoboda, Ph.D., Dean, School of Business Administration
Sviatlana Skachykhina, MBA, Assistant Dean, School of Business Administration
Romana Kavanová, B.A., Coordinator, School of Business Administration
School of Humanities and Social Sciences

B.A. in Politics & Society

Qualification Awarded
The Bachelors degree awarded is concurrently recognized as a Bachelor of Arts (B.A.) in the United States, per AAU's accreditation by the WASC Senior College and University Commission, and as a Bakalář (Bc.) accredited by the Ministry of Education of the Czech Republic. Graduates may select whether to use the U.S. post-nominal or the Czech title.

Admission Requirements
Completed High school education, proficiency in English language, 2 letters of recommendation, essay on “Professional Objectives and Interests”, and an interview.
For further details please see Admission and Enrollment Procedure (page 7).

Form of Study
Full-time study form: standard form of education, mandatory attendance and significant in-class participation (1 ECTS credit corresponds to the workload consisting of 7 hours in class and 18 hours of home preparations per semester for students in full-time/present study form).

Profile of the program
The program has four principal aims:
1. Understand political and social issues, both regionally and globally, from the various and diverse points of view in political, social and cultural studies, as well as from historical, anthropological and psychological perspectives;
2. To equip students with strong theoretical and methodological knowledge of the respective academic disciplines;
3. To produce graduates able to apply their knowledge and skills to real workplace situations;
4. To foster civic responsibility at a micro-level, with theoretical and practical knowledge grounded in strong ethical values.

Key learning outcomes
Students who successfully complete the program will be able to:
1. Demonstrate broad knowledge in the area of social and political sciences; have a broad knowledge of the theories, methods and concepts in the area of social and political sciences;
2. Address and solve moderately complex theoretical and practical issues and problems in changing contexts
   a. Achieve insight
      i. Identify and define the problem
      ii. Select, classify and interpret relevant information
   b. Use appropriate quantitative and qualitative research methods, concepts and theories
   c. Employ perspective of a relevant additional discipline
   d. Identify and select realistic solutions
   e. Evaluate possible solutions and their ethical implications
3. Effectively communicate issues, problems, or dilemmas and their solutions
   a. In appropriate format to specialists and non-specialist audiences
   b. In written documents, oral presentations and critical discussions, drawing on the relevant disciplinary knowledge and using appropriate citations
   c. Within a team: review, evaluate and reiterate expert opinions of team members
   d. In at least one language in addition to English
4. Take effective and responsible action both individually and within a team
   a. Take into consideration diverse and changing socio-cultural contexts
   b. Critically assess outcomes and performances
   c. Effectively use available resources
   d. Engage oneself and other members of the team in life-long learning (i.e. acquisition of specialist knowledge and competences)

Occupational profile of graduates with examples
The B.A. program in Politics & Society prepares the graduates for:
   (1) a variety of jobs, particularly for employment with an international dimension and in a wide range of social service areas, including political, governmental, and non-profit organizations, and bilingual media;
   (2) or graduates can choose to continue their studies in M.A. programs at AAU, at universities in the Czech Republic and abroad.

Course structure diagram with credits and graduation requirements
The program requires 180 ECTS credits (90 US credits) and may be completed by full-time students in three years.

<table>
<thead>
<tr>
<th>Code</th>
<th>Course</th>
<th>ECTS credits</th>
<th>US credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CIS 161</td>
<td>Computer Information Systems (provided by School of Business Administration)</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>COM 101</td>
<td>Composition I</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>COM 102</td>
<td>Composition II</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>COM 200</td>
<td>Introduction to Mass Communication</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>ECO 105</td>
<td>Introduction to Economic Thought (provided by School of Business Administration)</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>LEG 101</td>
<td>Introduction to Law (provided by School of Law)</td>
<td>6</td>
<td>3</td>
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<tr>
<td></td>
<td>2 courses from “Civilization” group</td>
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<td>6</td>
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</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Course</th>
<th>ECTS credits</th>
<th>US credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>POS 101</td>
<td>Introduction to Politics I</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>POS 102</td>
<td>Introduction to Politics II</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>SOC 100 / SOC 200</td>
<td>Introduction to Sociology or Introduction to Social Theory</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>SOC 290</td>
<td>Introduction to Social Science Research Methods</td>
<td>6</td>
<td>3</td>
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</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Course</th>
<th>ECTS credits</th>
<th>US credits</th>
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<tbody>
<tr>
<td>POS 201</td>
<td>Political Philosophy I</td>
<td>6</td>
<td>3</td>
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<tr>
<td>POS 202</td>
<td>Political Philosophy II</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>POS 204</td>
<td>Nations and Nationalism</td>
<td>6</td>
<td>3</td>
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<tr>
<td>HUM 300</td>
<td>Civil Society</td>
<td>6</td>
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<tr>
<td>IRS 221</td>
<td>Contemporary Europe: History of European Integration</td>
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<tr>
<td>IRS 100 / HIS 380</td>
<td>History of the Cold War &amp; Post-Cold War Transition or History of Racism &amp; Anti-Semitism</td>
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<table>
<thead>
<tr>
<th>Code</th>
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<th>US credits</th>
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<tbody>
<tr>
<td>HIS 270</td>
<td>20th Century Social History</td>
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<tr>
<td>SOC 251</td>
<td>Gender, Minority &amp; Culture</td>
<td>6</td>
<td>3</td>
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<tr>
<td>SOC 280</td>
<td>Social Anthropology</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>LIT 280 / LIT 281</td>
<td>Literature as Social Critique or Politics and Drama</td>
<td>6</td>
<td>3</td>
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<tr>
<td>PSY 150 / PSY 250</td>
<td>Introduction to Psychology or Social Psychology</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>Code</td>
<td>Course</td>
<td>ECTS credits</td>
<td>US credits</td>
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<tr>
<td>-------</td>
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<td>--------------</td>
<td>------------</td>
</tr>
<tr>
<td>COM 380/COM 220</td>
<td>Language &amp; Power / Language Policy</td>
<td>6</td>
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<td><strong>Other requirements</strong></td>
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<td><strong>18</strong></td>
<td><strong>9</strong></td>
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<tr>
<td>HSS 350</td>
<td>Internship</td>
<td>6</td>
<td>3</td>
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<tr>
<td>HSS 390</td>
<td>B.A. Thesis</td>
<td>6</td>
<td>3</td>
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<tr>
<td>HSS 389/JRN 394</td>
<td>Thesis Seminar (for Humanities &amp; Journalism)</td>
<td>6</td>
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</table>

**Elective Courses** *(3 courses, i.e., 18 ECTS credits, 9 US credits)*

<table>
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<tr>
<th>Code</th>
<th>Course</th>
<th>ECTS credits</th>
<th>US credits</th>
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<tbody>
<tr>
<td>ART 101</td>
<td>History of Art I</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>ART 102</td>
<td>History of Art II</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>ART 131</td>
<td>Prague Art and Architecture</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>ART 337</td>
<td>Eroticism, Power &amp; Fate in the Cinema of Central Europe</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>HIS 104</td>
<td>World History II</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>HIS 236</td>
<td>The Jewish Experience in Central Europe</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>HSS 383</td>
<td>Plagues &amp; Pestilence: Disease &amp; Historical Change—Advanced Topics in Public Policy</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>HIS 237</td>
<td>Central European History</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>HSS 485</td>
<td>Advanced Interdisciplinary Seminar in Post-Modernism</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>LIT 200</td>
<td>Introduction to World Literature</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>SOC 255</td>
<td>Anthropology of Religion</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>SOC 276</td>
<td>Subcultures: Lifestyles, Music, Visual Arts</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>SOC 377</td>
<td>Critical Insights into Resistance</td>
<td>6</td>
<td>3</td>
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<tr>
<td>SOC 478</td>
<td>Advanced Seminar on Alternative Culture: Understanding Media Fandom</td>
<td>6</td>
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<td>POL 312</td>
<td>Totalitarian Experience: Culture, Identity and Memory</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>POL 339</td>
<td>Advanced Seminar on Corruption</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>IRS 301</td>
<td>European Union: Policies and Current Issues</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>IRS 222</td>
<td>Contemporary Issues in International Relations</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>JRN 255</td>
<td>Video Story Telling</td>
<td>6</td>
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</tr>
<tr>
<td>JRN 259</td>
<td>News Video Production and Editing</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>JRN 260</td>
<td>Cultural Journalism</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>PHI 385</td>
<td>Philosophy &amp; Society</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>POL 343</td>
<td>Prague: Culture, Citizenship &amp; Urbanity in the Context of the Global City</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>POS 360</td>
<td>Democratization</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>PSY 368</td>
<td>Psychology of Totalitarianism</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>IRS 200</td>
<td>Introduction to International Relations</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>POS 355</td>
<td>South Asian Politics and Culture</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>POS 356</td>
<td>Chinese Politics and Society</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>POS 373</td>
<td>Modern German History</td>
<td>6</td>
<td>3</td>
</tr>
</tbody>
</table>

**One open elective**

**Final examination**

State exams consisting of:
1. presentation and defense of Bachelor’s thesis
2. oral examination from required subjects in
   a. Politics
   b. Society

**School Administration**

Tony Ozuna M.A., Associate Dean, School of Humanities & Social Sciences
Mgr. Kateřina Vanová, Assistant Dean, School of Humanities and Social Sciences
B.A. in Humanities, Society & Culture

Qualification Awarded
The Bachelors degree awarded is concurrently recognized as a Bachelor of Arts (B.A.) in the United States, per AAU’s accreditation by the WASC Senior College and University Commission, and as a Bakalář (Bc.) accredited by the Ministry of Education of the Czech Republic. Graduates may select whether to use the U.S. post-nominal or the Czech title.

Admission Requirements
Completed High school education, proficiency in English language, 2 letters of recommendation, essay on “Professional Objectives and Interests”, and an interview.
For further details please see Admission and Enrollment Procedure (page 7).

Form of Study
Full-time study form: standard form of education, mandatory attendance and significant in-class participation (1 ECTS credit corresponds to the workload consisting of 7 hours in class and 18 hours of home preparations per semester for students in full-time/present study form).

Profile of the program
The program has four principal aims:

1. To provide students with a strong understanding of the basic principles of the historical developments and present issues of the transformations of modern democratic societies examined and interpreted through the humanistic fields of philosophy, religion, history, cultural anthropology, gender studies, cultural studies, arts and literature;
2. Equip them with strong theoretical and methodological knowledge of the respective academic disciplines;
3. To produce graduates able to apply their knowledge and skills to real workplace situations;
4. To foster civic responsibility at a micro-level, with theoretical and practical knowledge grounded in strong ethical values.

Key learning outcomes
Students who successfully complete the program, will be able to:

1. Demonstrate broad knowledge of ideas & issues across the fields of art, literature, film, philosophy, religion, history, politics & sociology, anthropology and psychology; demonstrate broad knowledge of the theories, methods and concepts in these areas:
   a. Achieve insight
      i. Identify and define the problem
      ii. Select, classify and interpret relevant information
   b. Use appropriate quantitative and qualitative research methods, concepts and theories
   c. Employ perspective of a relevant additional discipline
   d. Identify and select realistic solutions
   e. Evaluate possible solutions and their ethical implications
2. Address and solve moderately complex theoretical and practical issues and problems in changing contexts
   a. Achieve insight
      i. Identify and define the problem
      ii. Select, classify and interpret relevant information
   b. Use appropriate quantitative and qualitative research methods, concepts and theories
   c. Employ perspective of a relevant additional discipline
   d. Identify and select realistic solutions
   e. Evaluate possible solutions and their ethical implications
3. Effectively communicate issues, problems, or dilemmas and their solutions
   a. In appropriate format to specialists and non-specialist audiences
   b. In written documents, oral presentations and critical discussions, drawing on the relevant disciplinary knowledge and using appropriate citations
   c. Within a team: review, evaluate and reiterate expert opinions of team members
   d. In at least one language in addition to English
4. Take effective and responsible action both individually and within a team
   a. Take into consideration diverse and changing socio-cultural contexts
   b. Critically assess outcomes and performances
   c. Effectively use available resources
d. Engage oneself and other members of the team in life-long learning (i.e. acquisition of specialist knowledge and competences)

**Occupational profiles of graduates with examples**
The B.A. program in Humanities, Society & Culture prepares the graduates for:

1. a variety of jobs in cultural, educational, humanitarian and communications-oriented international and national institutions, in governmental agencies and NGO’s and media, in various programs of cultural diplomacy, cultural management, cultural reporting and many others.
2. or graduates can choose to continue their studies in M.A. programs at the AAU, at universities in the Czech Republic and abroad.

**Course structure diagram with credits and graduation requirements**
The program requires 180 ECTS credits (90 US credits) and may be completed by full-time students in three years.

<table>
<thead>
<tr>
<th>Code</th>
<th>Course</th>
<th>ECTS credits</th>
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<td><strong>General Education Courses</strong></td>
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<td>CIS 161</td>
<td>Computer Information Systems (provided by the School of Business Administration)</td>
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<td>COM 101</td>
<td>Composition I</td>
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<tr>
<td>COM 102</td>
<td>Composition II</td>
<td>6</td>
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<td>COM 200/COM 201</td>
<td>Introduction to Mass Communication or Intercultural Communication</td>
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<td>ECO 105</td>
<td>Introduction to Economic Thought (provided by the School of Business Administration)</td>
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<td>HIS 122</td>
<td>European History II: Making of Modern Europe</td>
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<td>LEG 101</td>
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<td><strong>Foundation Courses</strong></td>
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<td>HIS 103</td>
<td>World History I</td>
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<td>Introduction to Philosophy (From Ancient Times to Kant)</td>
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<td>20th Century Social Theory</td>
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<td>PSY 150/PSY 250</td>
<td>Introduction to Psychology or Social Psychology</td>
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<td>PSY 401/COM 380</td>
<td>Psychology of Language and Mind or Language &amp; Power</td>
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<td>POS 240</td>
<td>Social Science Research Methods</td>
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<td><strong>Core Courses in Art</strong></td>
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<td>(2 courses required, selection open)</td>
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<td>ART 102</td>
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<td>ART 131</td>
<td>Prague Art and Architecture</td>
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<td>ART 250/ART 354</td>
<td>Visual Culture or Visual Communication</td>
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<td>ART 256</td>
<td>Visual Literacy</td>
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<td>ART 270/ART 471</td>
<td>20th Century Art or Critical Approaches to Contemporary Art</td>
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<td>ART 355</td>
<td>Christianity in Western Art</td>
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<td>ART 372</td>
<td>Contemporary Art Scene</td>
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<td>ART 340</td>
<td>East Asian Art History</td>
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<td>PHI 180</td>
<td>Freedom</td>
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<td>PHI 183</td>
<td>Introduction to Existentialism</td>
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<td>PHI 333</td>
<td>The Concepts of Evil</td>
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<td>PHI 385</td>
<td>Philosophy &amp; Society</td>
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<td>POS 201</td>
<td>Political Philosophy I</td>
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<td>REL 140</td>
<td>Comparative Religions</td>
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<td>PHI 141</td>
<td>Comparative Worldviews</td>
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<td>REL 271</td>
<td>Religion as a Social Force</td>
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<td>PHI 460</td>
<td>Seminar in Aesthetics</td>
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<td>PHI 335</td>
<td>World Philosophies: East and West</td>
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<td>SOC 255</td>
<td>Anthropology of Religion</td>
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<td>PHI 334</td>
<td>Moral Philosophy and Meaning of Life</td>
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<td>HIS 104</td>
<td>World History II</td>
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<td>IRS 100</td>
<td>History of the Cold War &amp; Post-Cold War Transition</td>
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<td>The Jewish Experience in Central Europe</td>
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<td>HIS 237</td>
<td>Central European History</td>
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<td>Jewish Prague</td>
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<td>Nations and Nationalism</td>
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<td>PSY 368</td>
<td>Psychology of Totalitarianism</td>
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<td>Modern German History</td>
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<td>European History I.</td>
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<td>TER 220</td>
<td>The Story of Language: History and Civilization</td>
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<td>HIS 380</td>
<td>History of Racism &amp; Anti-Semitism</td>
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<td>HIS 310</td>
<td>The Habsburgs and their Empire, 1526-1918</td>
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<td>COM 201</td>
<td>Intercultural Communication</td>
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<td>Language Policy</td>
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<td>European Music History and Appreciation</td>
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<td>Gender, Minority &amp; Culture</td>
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<td>Culture, Identity and Film</td>
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<td>Social Anthropology</td>
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<td>SOC 351</td>
<td>Gender and Culture</td>
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<td>SOC 370</td>
<td>Popular Culture and Media Theory</td>
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<td>SOC 276</td>
<td>Subcultures: Lifestyles, Literature, Music</td>
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<td>SOC 377</td>
<td>Critical Insights into Resistance</td>
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<td>POL 312</td>
<td>Totalitarian Experience: Culture, Identity and Memory</td>
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<td>POL 343</td>
<td>Prague: Culture, Citizenship &amp; Urbanity in the Context of the Global City</td>
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<td>HSS 310</td>
<td>Folklore and Mythology</td>
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<td>HUM 438</td>
<td>Jews and Gypsies in Modern Europe: Reinventing difference in the Age of Homogenization</td>
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<td>ART 337</td>
<td>Eroticism, Power &amp; Fate in the Cinema of Central Europe</td>
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<tr>
<td>HSS 485</td>
<td>Advanced Interdisciplinary Seminar in Post-Modernism</td>
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<td>JRN 255</td>
<td>Video Story Telling</td>
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<td>JRN 260</td>
<td>Cultural Journalism</td>
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<tr>
<td>LIT 282</td>
<td>Theatre and Politics</td>
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<td>LIT 356</td>
<td>Advanced Seminar in Poetry</td>
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<td>LIT 406</td>
<td>Václav Havel: Theatre, Politics and Dissent</td>
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<td>HSS 350</td>
<td>Internship</td>
<td>6</td>
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<td>HSS 390</td>
<td>B.A. Thesis</td>
<td>6</td>
<td>3</td>
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<tr>
<td>HSS 389 / JRN 394</td>
<td>Thesis Seminar (for Humanities &amp; Journalism)</td>
<td>6</td>
<td>3</td>
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<td></td>
<td>1 course from B.A. Programs in the School of Humanities and Social Sciences</td>
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</tbody>
</table>

**Final examination**

State exams consisting of:

1. presentation and defense of Bachelor’s thesis
2. oral examination from required subjects in
   a. Culture
   b. Society

**School Administration**

Tony Ozuna M.A., Associate Dean, School of Humanities and Social Sciences
Mgr. Kateřina Vanová, Assistant Dean, School of Humanities and Social Sciences
B.A. in Jewish Studies: History and Culture

Qualification Awarded
The Bachelor of Arts (B.A.) degree is concurrently recognized as a Bachelor of Arts (B.A.) in the United States, per AAU's accreditation by the WASC Senior College and University Commission, and as a Bakalář (Bc.) accredited by the Ministry of Education of the Czech Republic. Graduates may select whether to use the U.S. post-nominal or the Czech title.

Admission Requirements
Completed high school education, proficiency in English language, 2 letters of recommendation, essay on “Professional Objectives and Interests”, and an interview. For further details please see Admission and Enrollment Procedure (page 7).

Form of Study
Full-time study form: standard form of education, mandatory attendance and significant in-class participation (1 ECTS credit corresponds to the workload consisting of 7 hours in class and 18 hours of home preparations per semester for students in full-time/present study form).

Profile of the program
The program has four principal aims:

1. To provide students with a strong understanding of the history and culture of the Central European Jewry within a larger interdisciplinary context of social sciences and humanities;
2. Equip them with strong theoretical and methodological knowledge of the respective academic disciplines;
3. To produce graduates able to apply their knowledge and skills to real workplace situations;
4. To foster civic responsibility at a micro-level, with theoretical and practical knowledge grounded in strong ethical values.

Key learning outcomes
Students who successfully complete the program will be able to:

1. Demonstrate broad knowledge of ideas & issues across the fields of philosophy, religion, history, politics and sociology, art, literature, film, psychology, and Modern Hebrew; demonstrate solid knowledge of issues related to anti-Semitism and the Holocaust; demonstrate broad knowledge of the theories, methods and concepts in these areas.
2. Address and solve moderately complex theoretical and practical issues and problems in changing contexts
   a. Achieve insight
      i. Identify and define the problem
      ii. Select, classify and interpret relevant information
   b. Use appropriate quantitative and qualitative research methods, concepts and theories
   c. Employ perspective of a relevant additional discipline
   d. Identify and select realistic solutions
   e. Evaluate possible solutions and their ethical implications
3. Effectively communicate issues, problems, or dilemmas and their solutions
   a. In appropriate format to specialists and non-specialist audiences
   b. In written documents, oral presentations and critical discussions, drawing on the relevant disciplinary knowledge and using appropriate citations
   c. Within a team: review, evaluate and reiterate expert opinions of team members
   d. In at least one language in addition to English
4. Take effective and responsible action both individually and within a team
   a. Take into consideration diverse and changing socio-cultural contexts
   b. Critically assess outcomes and performances
   c. Effectively use available resources
   d. Engage oneself and other members of the team in life-long learning (i.e. acquisition of specialist knowledge and competences)
**Occupational profiles of graduates with examples**

a. The graduates of the program will be qualified to work in the centers dealing with Jewish history and culture as e.g. tour guides, documentarian, archivist, editors, assistants, PR specialists and in a variety of other professions at an undergraduate level.

b. The general education in political and social sciences and humanities will qualify the graduates for work in mass media, cultural institutions, galleries, publishing houses, tourism, in the governmental institutions and in the non-profit sector and in many other positions in which they would use their qualification and also their outstanding knowledge of English.

**Course structure diagram with credits**
The program requires 180 ECTS credits (90 US credits) and may be completed by full-time students in three years.

<table>
<thead>
<tr>
<th>Required Courses</th>
<th>26 courses (156 ECTS, 78 US credits)</th>
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<tbody>
<tr>
<td>Code</td>
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<td></td>
<td>ECTS credits</td>
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<tr>
<td><strong>General Education Courses (8 courses)</strong></td>
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<tr>
<td>COM 101</td>
<td>Composition I</td>
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<tr>
<td>COM 102</td>
<td>Composition II</td>
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<tr>
<td>ECO 105</td>
<td>Introduction to Economic Thought (provided by the School of Business Administration)</td>
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<tr>
<td>HIS 237</td>
<td>Central European History</td>
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<td>LEG 101</td>
<td>Introduction to Law (provided by the School of Law)</td>
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<tr>
<td>POS 101/POS 201</td>
<td>Introduction to Politics I. <em>or</em> Political Philosophy I.</td>
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<tr>
<td>PSY 250/PSY 253</td>
<td>Social Psychology <em>or</em> Psychology of Aggression</td>
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<tr>
<td>SOC 100/SOC 400/SOC 280</td>
<td>Introduction to Sociology <em>or</em> 20th Century Social Theory <em>or</em> Social Anthropology</td>
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<tr>
<td><strong>Required courses in Jewish Studies – 15 courses</strong></td>
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<td><strong>general (9 courses)</strong></td>
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<tr>
<td>HEB 101</td>
<td>Hebrew I.</td>
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<td>HEB 102</td>
<td>Hebrew II.</td>
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<td>HIS 180</td>
<td>History of the Jews: From the Beginnings to the Modern State of Israel</td>
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<td>HIS 181</td>
<td>Jewish History and Culture</td>
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<td>HIS 485</td>
<td>Advanced Seminar on Holocaust</td>
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<td>History of Jewish Legal Tradition</td>
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<td>JEW 100</td>
<td>Introduction to Jewish Studies</td>
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<td>PHI 280</td>
<td>Jewish Philosophy</td>
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<td>REL 280</td>
<td>Jewish Religious Beliefs and Practices</td>
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<tr>
<td><strong>focused on Central Europe (6 courses)</strong></td>
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<td>ART 236</td>
<td>Jewish Art and Architecture in Central Europe</td>
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<tr>
<td>HIS 236</td>
<td>The Jewish Experience in Central Europe</td>
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<td>HIS 282</td>
<td>Jewish History in Central and Eastern Europe</td>
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<td>JEW 221</td>
<td>The Jewish Community in the Czech Republic After World War II</td>
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<td>LIT 283</td>
<td>Jewish Literature in Central Europe</td>
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<td>HIS 239</td>
<td>Jewish Prague</td>
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### Other Requirements (3 requirements)

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<tr>
<th>Course</th>
<th>Title</th>
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<th>US Credits</th>
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<tr>
<td>HSS 350</td>
<td>Internship</td>
<td>6</td>
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<td>HSS 390</td>
<td>B.A. Thesis</td>
<td>6</td>
<td>3</td>
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<tr>
<td>HSS 389 / JRN 394</td>
<td>Thesis Seminar (for Humanities &amp; Journalism)</td>
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### Elective Courses (4 courses, 24 ECTS, 12 US credits)

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<td>GER 100</td>
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<td>GER 200</td>
<td>German II.</td>
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<tr>
<td>HEB 103</td>
<td>Hebrew III.</td>
<td>6</td>
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<tr>
<td>HEB 104</td>
<td>Hebrew IV.</td>
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<tr>
<td>HIS 380</td>
<td>History of Racism &amp; Anti-Semitism</td>
<td>6</td>
<td>3</td>
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<tr>
<td>HUM 438</td>
<td>Jews and Gypsies in Modern Europe: Reinventing difference in the Age of Homogenization</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>JEW 310</td>
<td>Memory and Genocide</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>LEG 384</td>
<td>Comparative Jewish, Canonical, and Islamic Law</td>
<td>6</td>
<td>3</td>
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<tr>
<td>LIT 430</td>
<td>Advanced Seminar on Franz Kafka</td>
<td>6</td>
<td>3</td>
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<td>IRS 251</td>
<td>Arab-Israeli Conflict</td>
<td>6</td>
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</tr>
<tr>
<td>POS 204</td>
<td>Nations and Nationalism</td>
<td>6</td>
<td>3</td>
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</tbody>
</table>

### Final examination

State exams consisting of:
1. presentation and defense of Bachelor’s thesis
2. oral examination consisting of topics from the required courses

### School Administration

Tony Ozuna, M.A., Associate Dean, School of Humanities and Social Sciences
Mgr. Kateřina Vanova, Assistant Dean, School of Humanities and Social Sciences
B.A. in Visual Art Studies

Qualification Awarded
The Bachelors degree awarded is concurrently recognized as a Bachelor of Arts (B.A.) in the United States, per AAU's accreditation by the WASC Senior College and University Commission, and as a Bakalář (Bc.) accredited by the Ministry of Education of the Czech Republic. Graduates may select whether to use the U.S. post-nominal or the Czech title.

Admission Requirements
Completed High school education, proficiency in English language, 2 letters of recommendation, essay on “Professional Objectives and Interests”, and an interview. For further details please see Admission and Enrollment Procedure (page 7).

Form of Study
Full-time study form: standard form of education, mandatory attendance and significant in-class participation (1 ECTS credit corresponds to the workload consisting of 7 hours in class and 18 hours of home preparations per semester for students in full-time/present study form).

Profile of the program
The Visual Art Studies program at AAU offers several areas of concentration for BA level students: Art History and Art Theory, Arts Management & Curatorial Studies, and possibilities to develop Art Studio skills including painting, photography, sculpture, and cross-media arts. The centrality of Art History is a foundation requirement for all students, while European and later American art history is core to the curriculum; additional courses in world art history (Asia, Latin America, and Africa) are offered to better appreciate the influences across art history and the wider circle of the art world.

The Visual Art Studies program at AAU is also unique to more traditional programs (i.e. art schools) since a part of the curriculum serves as an interdisciplinary, liberal arts foundation in history, sociology, psychology, media studies, politics and economics, as well, students may take advanced level courses in these fields at the end of their studies. The Visual Art Studies program is aligned with the existing BA program in Humanities, Society & Culture, and so courses in cultural and film studies, philosophy, literature, social history, social and cultural anthropology, and social theory are offered at introductory and advanced level for completion of the program.

Key learning outcomes
Students who successfully complete the program will be able to:

1. Demonstrate broad knowledge of ideas & issues across the fields of art history and art theory, arts management & curatorial studies.
   a. Demonstrate art studio skills including painting, photography, sculpture, and cross-media arts
   b. Demonstrate broad knowledge of the theories, methods and concepts in these areas.
2. Address and solve moderately complex theoretical and practical issues and problems in changing contexts
   a. Achieve insight
      i. Identify and define the problem
      ii. Select, classify and interpret relevant information
   b. Use appropriate quantitative and qualitative research methods, concepts and theories
   c. Employ perspective of a relevant additional discipline
   d. Identify and select realistic solutions
   e. Evaluate possible solutions and their ethical implications
3. Effectively communicate issues, problems, or dilemmas and their solutions
   a. In appropriate format to specialists and non-specialist audiences
   b. In written documents, oral presentations and critical discussions, drawing on the relevant disciplinary knowledge and using appropriate citations
   c. Within a team: review, evaluate and reiterate expert opinions of team members
   d. In at least one language in addition to English
4. Take effective and responsible action both individually and within a team
a. Take into consideration diverse and changing socio-cultural contexts
b. Critically assess outcomes and performances
c. Effectively use available resources
d. Engage oneself and other members of the team in life-long learning (i.e. acquisition of specialist knowledge and competences)

**Occupational profiles of graduates with examples**

1. The graduates of the program will be qualified to work in museums, galleries, exhibition venues, heritage protection and conservation, respective public administration institutions, NGOs focused on art, tourism, tour guiding and in a variety of other professions at an undergraduate level.

2. The graduates of the program will be also prepared to work in the new media, graphic design, advertising and in many other positions in which they would use their qualification and also their outstanding knowledge of English.

**Course structure diagram with credits**

The program requires 180 ECTS credits (90 US credits) and may be completed by full-time students in three years.

### Required Courses 24 courses (144 ECTS, 72 US credits)

<table>
<thead>
<tr>
<th>Code</th>
<th>Course</th>
<th>ECTS credits</th>
<th>US credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>General Education Courses (7 courses)</strong></td>
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<tr>
<td>COM 101</td>
<td>Composition I</td>
<td>6</td>
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<tr>
<td>COM 102</td>
<td>Composition II</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>HIS 121</td>
<td>European History I</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>HIS 122</td>
<td>European History II</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>CIS 161/</td>
<td>Computer Information Systems or</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>JRN 276</td>
<td>Digital Tools for New Media</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COM 200</td>
<td>Introduction to Mass Communication</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>POS 101 /</td>
<td>Introduction to Politics I. or</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>SOC 100 /</td>
<td>Introduction to Sociology or</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ECO 105</td>
<td>Introduction to Economic Thought</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td><strong>Required Courses in Art Theory (5 courses)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ART 271/</td>
<td>Introduction to Critical Art Theory or</td>
<td>6</td>
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</tr>
<tr>
<td>ART 471</td>
<td>Critical Approaches to Contemporary Art</td>
<td></td>
<td></td>
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<tr>
<td>PSY 280</td>
<td>Psychology of Art and Culture</td>
<td>6</td>
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</tr>
<tr>
<td>SOC 300</td>
<td>Sociology of Culture</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ART 354 /</td>
<td>Visual Communication or Visual Literacy or</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>ART 256 /</td>
<td>Methods and Research in Art History</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ART 290</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PHI 460</td>
<td>Seminar in Aesthetics</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Required Courses in Art History (6 courses)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ART 101</td>
<td>History of Art I (from Ancient to Gothic)</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>ART 102</td>
<td>History of Art II (from Renaissance to Classicism)</td>
<td>6</td>
<td>3</td>
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<td>ART 275</td>
<td>History of Art III - Modernism (from Realism to Modern Art)</td>
<td>6</td>
<td>3</td>
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<tr>
<td>ART 375</td>
<td>History of Art IV (History of Contemporary Art)</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>LIT 460 /</td>
<td>Interdisciplinary Seminar in Romanticism or</td>
<td>6</td>
<td>3</td>
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<tr>
<td>LIT 461 /</td>
<td>Interdisciplinary Seminar in Modernism or</td>
<td></td>
<td></td>
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<tr>
<td>HSS 485</td>
<td>Advanced Interdisciplinary Seminar in Post-Modernism</td>
<td></td>
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<tr>
<td>ART 372</td>
<td>Contemporary Art Scene</td>
<td>6</td>
<td>3</td>
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<tr>
<td></td>
<td><strong>Program Core Courses (4 courses)</strong></td>
<td></td>
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<tr>
<td>HUM 450</td>
<td>Art and Cultural Management</td>
<td>6</td>
<td>3</td>
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<tr>
<td>HUM 458</td>
<td>Curatorship</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>ART 350</td>
<td>Art Management Internship</td>
<td>6</td>
<td>3</td>
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<tr>
<td>ART 388</td>
<td>Art Studio Project</td>
<td>6</td>
<td>3</td>
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</table>
Other Requirements (2 courses)

<table>
<thead>
<tr>
<th>Course</th>
<th>Description</th>
<th>Credits</th>
</tr>
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<tbody>
<tr>
<td>ART 445/ART 489</td>
<td>Curatorial Project or Advanced Studio Research Project</td>
<td>6/3</td>
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<tr>
<td>HSS 390</td>
<td>B.A. Thesis</td>
<td>6/3</td>
</tr>
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</table>

Elective Courses (6 courses required, 36 ECTS, 18 US credits)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ART 302</td>
<td>Cross-Media Art Studio</td>
<td>6</td>
</tr>
<tr>
<td>ART 337</td>
<td>Eroticism, Power &amp; Fate in the Cinema of Central Europe</td>
<td>6</td>
</tr>
<tr>
<td>ART 251</td>
<td>Documentary Photography</td>
<td>6</td>
</tr>
<tr>
<td>ART 384</td>
<td>Studio Practice: Materials, Techniques &amp; Methods of Drawing</td>
<td>6</td>
</tr>
<tr>
<td>ART 385</td>
<td>Studio Practice: Materials, Techniques &amp; Methods of Painting</td>
<td>6</td>
</tr>
<tr>
<td>ART 387</td>
<td>Studio Practice: Materials, Techniques &amp; Methods in New Media</td>
<td>6</td>
</tr>
<tr>
<td>ART 303</td>
<td>Sound Art in Theory and Practice</td>
<td>6</td>
</tr>
<tr>
<td>ART 389</td>
<td>Advanced Studio Research Projects</td>
<td>6</td>
</tr>
<tr>
<td>JRN 260</td>
<td>Cultural Journalism</td>
<td>6</td>
</tr>
<tr>
<td>ART 236</td>
<td>Jewish Art and Architecture in Central Europe</td>
<td>6</td>
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<tr>
<td>ART 131</td>
<td>Prague Art and Architecture</td>
<td>6</td>
</tr>
<tr>
<td>ART 343</td>
<td>Chapters in Japanese Art &amp; Culture</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>One open elective</td>
<td>6</td>
</tr>
</tbody>
</table>

Final examination

State exams consisting of:
1. presentation and defense of Bachelor’s thesis and Individual Visual Art Project
2. oral examination consisting of topics from the Required Courses in Art Theory and Art History

School Administration

Tony Ozuna, M.A., Associate Dean, School of Humanities and Social Sciences
Mgr. Katefina Vanová, Assistant Dean, School of Humanities and Social Sciences
M.A. in Humanities

Qualification Awarded
The Masters degree awarded is concurrently recognized as a Master of Arts (M.A.) in the United States, per AAU’s accreditation by the WASC Senior College and University Commission, and as a Magistr (Mgr.) accredited by the Ministry of Education of the Czech Republic. Graduates may select whether to use the U.S. post-nominal or the Czech title.

Admission Requirements
Completed education at Bachelor’s level, proficiency in English language, 2 letters of recommendation, essay on “Professional Objectives and Interests”, and an interview.
For further details please see Admission and Enrollment Procedure (page 7).

Form of Study
Full-time study form: standard form of education, mandatory attendance and significant in-class participation (1 ECTS credit corresponds to the workload consisting of 7 hours in class and 18 hours of home preparations per semester for students in full-time/present study form).

Profile of the program
The program has three principal aims:

1. To offer a unique blend of interdisciplinary graduate education in humanities;
2. To theoretical dimension—to enable students to acquire a solid grasp of a variety of theoretical approaches to the study of the humanities and culture, and a practical dimension—to enable students to practice applying a variety of methodologies of analysis, interpretation, and critique to the humanities and cultural studies;
3. To prepare students for a wide array of positions and successful careers in culture, education and media with an international dimension, and/or an academic career.

Key learning outcomes
Students who successfully complete the program will be able to:

1. Demonstrate specialized knowledge of history, analysis, and interpretation of the humanities with a critical awareness and understanding of theories and methods in these fields
   a. Achieve insight
      i. Identify and define the problem, formulate an advanced research question
      ii. Select, classify and interpret relevant information
   b. Assess and utilize an appropriate advanced quantitative and qualitative research methods, current concepts and theories
   c. Employ perspective of a relevant additional discipline
   d. Create an applied and investigative work that assesses the resulting gains and difficulties and/or proposes original solutions
   e. Evaluate possible solutions
   f. Address the ethical implications of the issues at hand

2. Address and solve complex theoretical and practical issues and problems in changing and unfamiliar contexts, independently produce advanced categories of research outcomes, including analytical synthesis
   a. Achieve insight
      i. Identify and define the problem, formulate an advanced research question
      ii. Select, classify and interpret relevant information
   b. Assess and utilize an appropriate advanced quantitative and qualitative research methods, current concepts and theories
   c. Employ perspective of a relevant additional discipline
   d. Create an applied and investigative work that assesses the resulting gains and difficulties and/or proposes original solutions
   e. Evaluate possible solutions
   f. Address the ethical implications of the issues at hand

3. Effectively reflect on and communicate complex issues, problems, or dilemmas and their solutions
   a. In an appropriate format to engage with specialists and non-specialist audiences
   b. Drawing on the relevant disciplinary knowledge, utilizing a variety of appropriate media, with appropriate citations
   c. Within a team: review, evaluate and reiterate expert opinions of team members, effectively lead the discussion
   d. In at least one language in addition to English

4. Initiate and carry out specialist activities
   a. Independently and through coordinating the actions of others
b. Take into consideration diverse and changing socio-cultural contexts

c. Critically assess outcomes and performances

d. Effectively use available resources

e. Engage oneself and other members of the team in life-long learning (i.e. acquisition of specialist knowledge and competences)

**Occupational profiles of graduates with examples**
The graduates will be able to function effectively across a wide range of human sciences and cultural studies and will embark upon a wide range of possibilities for future employment in cultural institutions, education and the media, or a variety of directions for further post-graduate studies.

**Course structure diagram with credits and graduation requirements**
The program requires 120 ECTS credits (60 U.S. credits) and may be completed by full-time students in two years.

**Required Courses**  (14 course, 84 ECTS credits, 42 US credits)

<table>
<thead>
<tr>
<th>Code</th>
<th>Course</th>
<th>ECTS credits</th>
<th>US credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Theoretical and Methodological Foundation</strong> - 4 Courses</td>
<td>24</td>
<td>12</td>
</tr>
<tr>
<td>HUM 600</td>
<td>Methods in the Human Sciences: Theoretical Paradigms</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>HUM 690</td>
<td>Methods in the Human Sciences: Critical Writing, Analysis &amp; Interpretation</td>
<td>6</td>
<td>3</td>
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<tr>
<td>HUM 695</td>
<td>Methods in the Human Sciences: Scholarly Writing and Research</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>HUM 699</td>
<td>M.A. Thesis</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Program Core – 10 courses</strong></td>
<td>60</td>
<td>30</td>
</tr>
<tr>
<td>HIS 600 / HIS 601 / HIS 635</td>
<td><em>History and History of Ideas</em>: Main currents &amp; controversies in 20th Century Historiography or History of Historiography or Seminar in Race, Ethnicity &amp; Nationality (2 classes required)</td>
<td>12</td>
<td>6</td>
</tr>
<tr>
<td>SOC 500 / PHI 585 / REL 140</td>
<td><em>Philosophy and Religious Studies</em>: 20th century Social Theory or Philosophy &amp; Society or Comparative Religions (2 classes required)</td>
<td>12</td>
<td>6</td>
</tr>
<tr>
<td>PHI 660 / ART 590 / ART 500</td>
<td><em>Aesthetics and Art Theory</em>: Aesthetics–From Enlightenment to Postmodernism Methods and Research in Art History Art and Society: History of Visual Art in 20th Century (2 classes required)</td>
<td>12</td>
<td>6</td>
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<tr>
<td>LIT 660 / LIT 661 / HUM 585</td>
<td><em>Literary Studies</em>: Advanced Interdisciplinary Seminar in Romanticism or Advanced Interdisciplinary Seminar in Modernism or Advanced Interdisciplinary Seminar in Post-Modernism</td>
<td>12</td>
<td>6</td>
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<tr>
<td>COM 581 / HSS 558 / PSY 401</td>
<td><em>Studies in Language, Culture and Communication</em>: Studies in Language &amp; Society or The Story of Language or Psychology of Language &amp; Mind (2 classes required)</td>
<td>12</td>
<td>6</td>
</tr>
</tbody>
</table>
## Elective Courses (6 courses, i.e., 36 ECTS credits, 18 US credits)

<table>
<thead>
<tr>
<th>Code</th>
<th>Course</th>
<th>ECTS credits</th>
<th>US credits</th>
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</thead>
<tbody>
<tr>
<td>HIS 585</td>
<td>Advanced Seminar on the Holocaust</td>
<td>6</td>
<td>3</td>
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<tr>
<td>HUM 538</td>
<td>Jews &amp; Gypsies in Modern Europe: the reinvention of difference in the age of homogenization</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>HUM 550 / HUM 458</td>
<td>Art &amp; Cultural Management or Curatorship</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>SOC 577</td>
<td>Critical Insights into Resistance</td>
<td>6</td>
<td>3</td>
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<tr>
<td>SOC 578</td>
<td>Advanced Seminar on Alternative Culture: Understanding Media Fandom</td>
<td>6</td>
<td>3</td>
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<tr>
<td>SOC 506</td>
<td>Environmental Anthropology: Ecology, Culture &amp; Globalization</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>PSY 568</td>
<td>Psychology of Totalitarianism</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>ART 537</td>
<td>Eroticism, Power &amp; Fate in the Cinema of Central Europe</td>
<td>6</td>
<td>3</td>
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<tr>
<td>ART 572</td>
<td>Contemporary Art Scene</td>
<td>6</td>
<td>3</td>
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<tr>
<td>LIT 506</td>
<td>Václav Havel: Theatre, Politics &amp; Dissent</td>
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</tr>
<tr>
<td>LIT 556</td>
<td>Advanced Seminar in Poetry</td>
<td>6</td>
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</tbody>
</table>

### Final examination

State exams consisting of:

1. presentation and defense of Master’s thesis
2. oral examination from the Humanities based on the program core courses

### School Administration

Tony Ozuna M.A., Associate Dean, School of Humanities and Social Sciences
Mgr. Kateřina Vanová, Assistant Dean, School of Humanities and Social Sciences
School of Journalism

B.A. in Journalism and Communications

Qualification Awarded
The Bachelor's degree awarded is concurrently recognized as a Bachelor of Arts (B.A.) in the United States, per AAU's accreditation by the WASC Senior College and University Commission, and as a Bakalář (Bc.) accredited by the Ministry of Education of the Czech Republic. Graduates may select whether to use the U.S. post-nominal or the Czech title.

Admission Requirements
Completed High school education, proficiency in English language, 2 letters of recommendation, essay on “Professional Objectives and Interests”, and an interview. For further details please see Admission and Enrollment Procedure (page 7).

Form of Study
Full-time study form: standard form of education, mandatory attendance and significant in-class participation (1 ECTS credit corresponds to the workload consisting of 7 hours in class and 18 hours of home preparations per semester for students in full-time/present study form).

Profile of the program
The program has four principal aims:

1. To provide students with a strong understanding of the basic principles of news literacy and media, of basic reporting with an emphasis on specialisations in domestic and foreign policy, economic, political issues and culture;
2. Equip them with strong methodological and practical knowledge in the journalistic and communication sphere;
3. To produce graduates able to apply theoretical knowledge in the field of journalism to real workplace situations;
4. To foster journalistic and civic responsibility, ethics, and knowledge of legal aspects of the journalistic and mass communications practice.

Key learning outcomes
Students who successfully complete the program will be able to:

1. Demonstrate interdisciplinary knowledge of political, economic and social disciplines and humanities, demonstrate broad knowledge of the methods and concepts in the area of journalism and communication;
2. Address and solve moderately complex theoretical and practical issues and problems in changing contexts
   a. Achieve insight
      i. Identify and define the problem
      ii. Select, classify and interpret relevant information
   b. Use appropriate quantitative and qualitative research methods, concepts and theories
   c. Employ perspective of a relevant additional discipline
   d. Identify and select realistic solutions
   e. Evaluate possible solutions and their ethical implications
3. Effectively communicate issues, problems, or dilemmas and their solutions
   a. In appropriate format to specialists and non-specialist audiences
   b. In written documents, oral presentations and critical discussions, drawing on the relevant disciplinary knowledge and using appropriate citations
   c. Within a team: review, evaluate and reiterate expert opinions of team members
   d. In at least one language in addition to English
4. Take effective and responsible action both individually and within a team
   a. Take into consideration diverse and changing socio-cultural contexts
   b. Critically assess outcomes and performances
   c. Effectively use available resources
   d. Engage oneself and other members of the team in life-long learning (i.e. acquisition of specialist knowledge and competences)

**Occupational profiles of graduates with example**
The Journalism and Communications Program will prepare its graduates for work in both the traditional press and the electronic English (and other) language media, for radio and TV programming, and in the wider area of marketing and public relations. The students will be well qualified to work in the government including the embassies and international organizations (public affairs), as well as in public administration, the private sector, and in the non-profit NGO sector.

**Course structure diagram with credits and graduation requirements**
The program requires 180 ECTS credits (90 US credits) and may be completed by full-time students in three years.

<table>
<thead>
<tr>
<th>Code</th>
<th>Course</th>
<th>ECTS credits</th>
<th>US credits</th>
</tr>
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<tbody>
<tr>
<td>COM 101</td>
<td>Composition I</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>COM 102</td>
<td>Composition II</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>ECO 105</td>
<td>Introduction to Economic Thought (provided by the School of Business Administration)</td>
<td>6</td>
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<tr>
<td>HIS 104</td>
<td>World History II.</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>HIS 122</td>
<td>European History II - Making of Modern Europe</td>
<td>6</td>
<td>3</td>
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<tr>
<td>LEG 101</td>
<td>Introduction to Law (provided by the School of Law)</td>
<td>6</td>
<td>3</td>
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<tr>
<td>SOC 100</td>
<td>Introduction to Sociology</td>
<td>6</td>
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<tr>
<td>POS 101</td>
<td>Introduction to Politics I</td>
<td>6</td>
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<td>POS 102</td>
<td>Introduction to Politics II</td>
<td>6</td>
<td>3</td>
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<tr>
<td>POL 250 / POS 230</td>
<td>Political Geography or Political Economy</td>
<td>6</td>
<td>3</td>
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<tr>
<td>PSY 150 / PSY 250</td>
<td>Introduction to Psychology or Social Psychology</td>
<td>6</td>
<td>3</td>
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<tr>
<td>JRN 200</td>
<td>Reporting I</td>
<td>6</td>
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<tr>
<td>JRN 201</td>
<td>Reporting II</td>
<td>6</td>
<td>3</td>
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<tr>
<td>JRN 226</td>
<td>Changing Media – The West and Beyond</td>
<td>6</td>
<td>3</td>
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<tr>
<td>ART 251</td>
<td>Documentary Photography</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>JRN 250 / JRN 259</td>
<td>Broadcast News and Video Production / News Video Production and Editing</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>JRN 323 / JRN 385</td>
<td>International Journalism / Editing and Ethics In An Age of Instant News</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>JRN 276</td>
<td>Digital Tools for New Media</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>ART 250</td>
<td>Visual Culture</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>COM 200</td>
<td>Introduction to Mass Communication</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>COM 201</td>
<td>Intercultural Communication</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>JRN 220</td>
<td>Media and Democracy</td>
<td>6</td>
<td>3</td>
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<tr>
<td>JRN 290</td>
<td>History of Broadcasting / Media</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>JRN 321</td>
<td>Media Impact in the New Europe</td>
<td>6</td>
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<td>SOC 370</td>
<td>Popular Culture and Media Theory</td>
<td>6</td>
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Other Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Course</th>
<th>ECTS</th>
<th>US credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>HSS 350</td>
<td>Internship</td>
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<td>HSS 390</td>
<td>B.A. Thesis</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>HSS 389/JRN 394</td>
<td>Thesis Seminar (for Humanities &amp; Journalism)</td>
<td>6</td>
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</tbody>
</table>

Elective Courses  (2 courses, i.e., 12 ECTS credits, 6 US credits)

<table>
<thead>
<tr>
<th>Code</th>
<th>Course</th>
<th>ECTS</th>
<th>US credits</th>
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<tbody>
<tr>
<td>ART 252</td>
<td>Digital Photography</td>
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<td>ART 256</td>
<td>Visual Communication</td>
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<td>ART 337</td>
<td>Eroticism, Power &amp; Fate in the Cinema of Central Europe</td>
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<tr>
<td>COM 351</td>
<td>Creative Writing</td>
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<td>COM 110</td>
<td>Public Speaking</td>
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<td>COM 302</td>
<td>Public Relations &amp; Media</td>
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<tr>
<td>COM 380</td>
<td>Language &amp; Power</td>
<td>6</td>
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<tr>
<td>HUM 357</td>
<td>Documentary Film Seminar</td>
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<td>3</td>
</tr>
<tr>
<td>JRN 227</td>
<td>Cultural Reporting</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>JRN 230</td>
<td>Travel Writing</td>
<td>6</td>
<td>3</td>
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<tr>
<td>JRN 255</td>
<td>Video Story Telling</td>
<td>6</td>
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<tr>
<td>JRN 260</td>
<td>Cultural Journalism</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>JRN 351</td>
<td>Media &amp; Shaping Public Opinion Seminar – Opinion Writing</td>
<td>6</td>
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<td>PHI 385</td>
<td>Philosophy &amp; Society</td>
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<tr>
<td>POL 343</td>
<td>Prague: Culture, Citizenship &amp; Urbanity in the Context of the Global City</td>
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<tr>
<td>POS 369</td>
<td>U.S. and Global Civil Rights</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>PSY 368</td>
<td>Psychology of Totalitarianism</td>
<td>6</td>
<td>3</td>
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<tr>
<td>POS 373</td>
<td>Modern German History</td>
<td>6</td>
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<tr>
<td>SOC 255</td>
<td>Anthropology of Religion</td>
<td>6</td>
<td>3</td>
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<tr>
<td>SOC 276</td>
<td>Subcultures: Lifestyles, Music, Visual Arts</td>
<td>6</td>
<td>3</td>
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<tr>
<td>SOC 377</td>
<td>Critical Insights into Resistance</td>
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<td>3</td>
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<tr>
<td>SOC 478</td>
<td>Advanced Seminar on Alternative Culture: Understanding Media Fandom</td>
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</tbody>
</table>

Final Test
State exams consisting of:

1. Written project, which consists of 3 articles eligible for publishing (area—foreign policy, domestic policy, economy, social affairs or culture)
2. Defense of Bachelor’s thesis
3. Oral examination, areas of oral examination:
   a) History and contemporary media issues
   b) Media theory

School Administration
Tony Ozuna M.A., Associate Dean, School of Journalism
Mgr. Kateřina Vanová, Assistant Dean, School of Journalism
School of International Relations and Diplomacy

B.A. in International Relations

Qualification Awarded
The Bachelor’s degree awarded is concurrently recognized as a Bachelor of Arts (B.A.) in the United States, per AAU's accreditation by the WASC Senior College and University Commission, and as a Bakalář (Bc.) accredited by the Ministry of Education of the Czech Republic. Graduates may select whether to use the U.S. post-nominal or the Czech title.

Admission Requirements
Completed High school education, proficiency in English language, 2 letters of recommendation, essay on “Professional Objectives and Interests”, and an interview. For further details please see Admission and Enrollment Procedure (page 7).

Form of study
Full-time study form: standard form of education, mandatory attendance and significant in-class participation (1 ECTS credit corresponds to the workload consisting of 7 hours in class and 18 hours of home preparations per semester for students in full-time/present study form).

Profile of the program
The program has four principal aims:
1. To provide students with a strong understanding of international relations, politics and economy, within a broader context of European and world history;
2. To provide students with a theoretical, methodological and conceptual understanding of respective disciplines;
3. To produce graduates able to apply the theoretical knowledge to their further studies and/or employment;
4. To foster civic responsibility at a micro-level, with theoretical and practical knowledge grounded in strong ethical values.

Key learning outcomes
Students who successfully complete the program will be able to:
1. Address and solve moderately complex theoretical and practical issues and problems in changing contexts
   a. Achieve insight
      i. Identify and define the problem
      ii. Select, classify and interpret relevant information
   b. Use appropriate quantitative and qualitative research methods, concepts and theories
   c. Employ perspective of a relevant additional discipline
   d. Identify and select realistic solutions
   e. Evaluate possible solutions and their ethical implications
2. Effectively communicate issues, problems, or dilemmas and their solutions
   a. In appropriate format to specialists and non-specialist audiences
   b. In written documents, oral presentations and critical discussions, drawing on the relevant disciplinary knowledge and using appropriate citations
   c. Within a team: review, evaluate and reiterate expert opinions of team members
   d. In at least one language in addition to English
3. Take effective and responsible action both individually and within a team
   a. Take into consideration diverse and changing socio-cultural contexts
   b. Critically assess outcomes and performances
   c. Effectively use available resources
   d. Engage oneself and other members of the team in lifelong learning (i.e. acquisition of specialist knowledge and competences)
4. Situate their arguments within the general ontological and epistemological frameworks of International Relations; discuss and debate basic theories, levels of analysis and empirical evidence used in relevant scholarly literature.

5. Apply, at a basic level, relevant theories to compare and contrast the meanings and functions of political institutions in different political systems and to explain the outcomes and performance of political processes.

6. Apply, at a basic level, relevant theories to understand the working of global economy, and to assess the role of various actors (businesses, governments, international organizations).

7. Apply, at a basic level, relevant theories to understand history, and current events in international relations.

8. Apply, at a basic level, relevant theories to understand European integration history, the working of the EU institutions, and selected European Union policy areas.

**Occupational Profiles of graduates**
The B.A. program in International Relations prepares the graduates for:

1. a variety of jobs, particularly for employment with an international dimension;
2. further studies in MA programs in International Relations and Diplomacy or Public Policy at the AAU, or to study international relations, public policy, political science and history at universities in the Czech Republic and abroad.

**Course structure diagram with credits and graduation requirements**
The program requires 180 ECTS credits (90 US credits) and may be completed by full-time students in three years.

**Required Courses**

<table>
<thead>
<tr>
<th>Code</th>
<th>Course</th>
<th>ECTS credits</th>
<th>US credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>General Education Courses</strong></td>
<td><strong>48</strong></td>
<td><strong>24</strong></td>
</tr>
<tr>
<td>CIS 161</td>
<td>Computer Information Systems (Provided by the School of Business Administration)</td>
<td>6</td>
<td>3</td>
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<tr>
<td>COM 101</td>
<td>Composition I (Provided by the School of Humanities and Social Sciences)</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>COM 102</td>
<td>Composition II (Provided by the School of Humanities and Social Sciences)</td>
<td>6</td>
<td>3</td>
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<tr>
<td>ECO 110</td>
<td>Introduction to Macroeconomics (Provided by the School of Business Administration)</td>
<td>6</td>
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<td>ECO 120</td>
<td>Introduction to Microeconomics (Provided by the School of Business Administration)</td>
<td>6</td>
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<tr>
<td>HIS 104</td>
<td>World History II.</td>
<td>6</td>
<td>3</td>
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<tr>
<td>LEG 101</td>
<td>Introduction to Law (Provided by the School of Law)</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>SOC 100/SOC 280/PSY 250</td>
<td>Introduction to Sociology/ Social Anthropology/ Social Psychology (Provided by the School of Humanities and Social Sciences)</td>
<td>6</td>
<td>3</td>
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<tr>
<td>IRS 100</td>
<td>History of the Cold War &amp; Post-Cold War Transition</td>
<td>6</td>
<td>3</td>
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<tr>
<td>POS 101</td>
<td>Introduction to Politics I.</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>POS 102</td>
<td>Introduction to Politics II.</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>POS 201</td>
<td>Political Philosophy I.</td>
<td>6</td>
<td>3</td>
</tr>
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<td>POS 204</td>
<td>Nations and Nationalism</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>POS 202</td>
<td>Political Philosophy II.</td>
<td>6</td>
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<tr>
<td>IRS 221</td>
<td>Contemporary Europe: History of European Integration</td>
<td>6</td>
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</tr>
<tr>
<td>IRS 200</td>
<td>Introduction to International Relations</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>POS 230</td>
<td>Political Economy</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>IRS 301</td>
<td>European Union: Policies and Current Issues</td>
<td>6</td>
<td>3</td>
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<tr>
<td>IRS 222</td>
<td>Contemporary Issues in International Relation</td>
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<tr>
<td>Code</td>
<td>Course</td>
<td>ECTS</td>
<td>US credits</td>
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<tr>
<td>IRS 300</td>
<td>Global Security</td>
<td>6</td>
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<tr>
<td>POS 240</td>
<td>Social Science Research Methods</td>
<td>6</td>
<td>3</td>
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<td>POS 340</td>
<td>B.A. Thesis Seminar</td>
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<td>Language Requirements (BA students must complete one foreign language on the second level to fulfill the requirement)</td>
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<td>FRE 100</td>
<td>French I.</td>
<td>6</td>
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<tr>
<td>FRE 200</td>
<td>French II.</td>
<td>6</td>
<td>3</td>
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<tr>
<td>GER 100</td>
<td>German I.</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>GER 200</td>
<td>German II.</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>RUS 100</td>
<td>Russian I.</td>
<td>6</td>
<td>3</td>
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<tr>
<td>RUS 200</td>
<td>Russian II.</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>SPA 100</td>
<td>Spanish I.</td>
<td>6</td>
<td>3</td>
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<tr>
<td>SPA 200</td>
<td>Spanish II.</td>
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<tr>
<td>Other Requirements</td>
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<tr>
<td>POS 341</td>
<td>Internship</td>
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<tr>
<td>POS 345</td>
<td>B.A. Thesis</td>
<td>6</td>
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Elective Courses (6 elective courses required, e. i. 36 ECTS, 18 US credits)

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<th>Code</th>
<th>Course</th>
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<tbody>
<tr>
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<td>Intercultural Communication</td>
<td>6</td>
<td>3</td>
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<tr>
<td>POS 351</td>
<td>Political Parties and Party Systems</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>IRS 364</td>
<td>American Foreign Policy in Film</td>
<td>6</td>
<td>3</td>
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<tr>
<td>IRS 370</td>
<td>Editorial Cartoons in Political and Social Science</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>POS 361</td>
<td>Capitalism, Democracy, and Freedom: Critical Assessment of Neoliberalism</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>POS 369</td>
<td>U.S. and Global Civil Rights</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>POS 252</td>
<td>Central European Politics</td>
<td>6</td>
<td>3</td>
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<tr>
<td>POS 355</td>
<td>South Asian Politics &amp; Culture</td>
<td>6</td>
<td>3</td>
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<td>POS 360</td>
<td>Democratization</td>
<td>6</td>
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<tr>
<td>IRS 358</td>
<td>Global Migration</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>POS 373</td>
<td>Modern German History</td>
<td>6</td>
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<tr>
<td>IRS 371</td>
<td>NATO in the 20th and 21st Century</td>
<td>6</td>
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<td>IRS 352</td>
<td>U.S. National Security Policy</td>
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<tr>
<td>IRS 374</td>
<td>International Governance</td>
<td>6</td>
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State Examination
State exams consisting of:
1. Presentation and defense of Bachelor’s thesis
2. Oral examination from International Relations areas of oral examination:
   a. political science (Introduction to Politics I; Introduction to Politics II; Political Philosophy);
   b. international relations (Introduction to International Relations; Politics of European Union; East Central European Politics; Global Security);
   c. economy, law and history of international relations (Microeconomics; Macroeconomics; Political Economy; World History II.; European History: The Making of Modern Europe; History of the Cold War and Post-Cold War Transition; Nations and Nationalism).

School Administration
Daniela Lenčéš Chálnáiová, Ph.D., Dean, School of International Relations and Diplomacy
Mgr. Darima Batorova, Assistant Dean, School of International Relations and Diplomacy
M.A. in International Relations and Diplomacy

Qualification Awarded
The Masters degree awarded is concurrently recognized as a Master of Arts (M.A.) in the United States, per AAU’s accreditation by the WASC Senior College and University Commission, and as a Magistr (Mgr.) accredited by the Ministry of Education of the Czech Republic. Graduates may select whether to use the U.S. post-nominal or the Czech title.

Admission Requirements
Completed education at Bachelor’s level, proficiency in English language, 2 letters of recommendation, essay on “Professional Objectives and Interests”, and an interview. For further details please see Admission and Enrollment Procedure (page 7).

Form of Study
Full-time study form: standard form of education, mandatory attendance and significant in-class participation (1 ECTS credit corresponds to the workload consisting of 7 hours in class and 18 hours of home preparations per semester for students in full-time/present study form).

Profile of the program
The program has three principal aims:

1. To provide advanced knowledge and understanding at the Master’s level building upon the study of theories of international relations, political science, economics, history, law, social theory, and related disciplines;
2. To combine theoretical knowledge in the respective academic disciplines with practical applications in the areas of international relations and diplomacy;
3. To prepare students for a wide array of positions and successful careers in international sphere, and/or for further academic work.

Key learning outcomes
Students who successfully complete the program will be able to:

1. Address and solve complex theoretical and practical issues and problems in changing and unfamiliar contexts, independently produce advanced categories of research outcomes, including analytical synthesis
   a. Achieve insight
      i. Identify and define the problem, formulate an advanced research question
      ii. Select, classify and interpret relevant information
   b. Assess and utilize an appropriate advanced quantitative and qualitative research methods, current concepts and theories
   c. Employ perspective of a relevant additional discipline
   d. Create an applied and investigative work that assesses the resulting gains and difficulties and/or proposes original solutions
   e. Evaluate possible solutions
   f. Address the ethical implications of the issues at hand
2. Effectively reflect on and communicate complex issues, problems, or dilemmas and their solutions
   a. In an appropriate format to engage with specialists and non-specialist audiences
   b. Drawing on the relevant disciplinary knowledge, utilizing a variety of appropriate media, with appropriate citations Within a team: review, evaluate and reiterate expert opinions of team members, effectively lead the discussion
   c. In at least one language in addition to English
3. Initiate and carry out specialist activities
   a. Independently and through coordinating the actions of others
   b. Take into consideration diverse and changing socio-cultural contexts
   c. Critically assess outcomes and performances
d. Effectively use available resources

e. Engage oneself and other members of the team in life-long learning (i.e. acquisition of specialist knowledge and competences)

4. Situate their arguments within the general ontological and epistemological frameworks of International Relations; apply relevant methods, theories, and levels of analysis in building arguments.

5. Be well grounded in the institutional framework of international relations.

6. Apply theories to understand history, and current events in international politics.

7. Apply theories to understand the working of global economy, and to assess the role of various actors and institutions.

8. Choose appropriate negotiation strategies in various cultural and political contexts.

**Occupational profiles of the graduate**

The graduates of the program will be well prepared:

1. for employment with an international dimension where a high level of professionalism is required (diplomacy, governmental agencies and non-governmental organizations, national, international and supranational organizations, “think tanks,” academic institutions and research or international business);

2. for post-graduate study in Political Science, International Relations, Diplomacy, History and other fields at universities in the Czech Republic and abroad

**Course structure diagram with credits and graduation requirements**

The program requires 120 ECTS credits (60 US credits) and may be completed by full-time students in two years.

<table>
<thead>
<tr>
<th>Required Courses</th>
<th>(15 courses, 90 ECTS credits, 45 US credits)</th>
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<tbody>
<tr>
<td>Code</td>
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<tr>
<td>IRS 500</td>
<td>Theories of International Relations</td>
</tr>
<tr>
<td>POS 502</td>
<td>Theories of Globalization</td>
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<tr>
<td>POS 509</td>
<td>Advanced Social Science Research Methods</td>
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<tr>
<td>POS 540</td>
<td>M.A. Thesis Seminar</td>
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<tr>
<td>IRS 501</td>
<td>International Development</td>
</tr>
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<td>IRS 503</td>
<td>International Law</td>
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<td>IRS 504</td>
<td>International Organizations</td>
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<td>IRS 508</td>
<td>Diplomatic History</td>
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<td>IRS 511</td>
<td>Diplomatic Protocol and International Negotiations</td>
</tr>
<tr>
<td>IRS 505</td>
<td>Europe in Global Politics</td>
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<tr>
<td>IRS 506</td>
<td>Conflict Studies</td>
</tr>
<tr>
<td>IRS 507</td>
<td>Current Issues in International Relations from Diplomatic Perspectives</td>
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<tr>
<td>POS 545</td>
<td>M.A. Thesis</td>
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<td>POS 541</td>
<td>Internship</td>
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### Elective Courses
(5 courses, 30 ECTS credits, 15 US credits)

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<tbody>
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<td>Global Migration</td>
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<tr>
<td>IRS 671</td>
<td>NATO in the 20th and 21st Century</td>
<td>6</td>
<td>3</td>
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<tr>
<td>IRS 661</td>
<td>Human Rights</td>
<td>6</td>
<td>3</td>
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<tr>
<td>HSS 583</td>
<td>Plagues &amp; Pestilence: Disease &amp; Historical Change——Advanced Topics in Public Policy</td>
<td>6</td>
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<td>ECO 500</td>
<td>International Trade</td>
<td>6</td>
<td>3</td>
</tr>
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<td>POS 669</td>
<td>U.S. and Global Civil Rights</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>IRS 652</td>
<td>U.S. National Security Policy</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>IRS 664</td>
<td>American Foreign Policy in Film</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>IRS 654</td>
<td>Contemporary Issues in the Middle East</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>IRS 667</td>
<td>Islam and the West</td>
<td>6</td>
<td>3</td>
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<tr>
<td>POS 655</td>
<td>South Asian Politics and Culture</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>POS 662</td>
<td>East Asian Politics</td>
<td>6</td>
<td>3</td>
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<tr>
<td>POS 661</td>
<td>Capitalism, Democracy, and Freedom: Critical Assessment of Neoliberalism</td>
<td>6</td>
<td>3</td>
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<tr>
<td>POS 651</td>
<td>Political Parties and Party Systems</td>
<td>6</td>
<td>3</td>
</tr>
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<td>POS 673</td>
<td>Modern German History</td>
<td>6</td>
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<td>IRS 670</td>
<td>Editorial Cartoons in Political and Social Science</td>
<td>6</td>
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<tr>
<td>IRS 674</td>
<td>International Governance</td>
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</table>

### Final Examination
State exams consisting of:
1. presentation and defense of Master’s thesis
2. oral examination from International Relations and Diplomacy
   Areas of oral examination:
   a) Theoretical subjects (Theories of International Relations and Theories of Globalization)
   b) Program Foundation courses

### School Administration
Daniela Lenčěš Chalániová, Ph.D., Dean, School of International Relations and Diplomacy
Mgr. Darima Batorova, Assistant Dean, School of International Relations and Diplomacy
John H. Carey II. School of Law

The John H. Carey II School of Law has earned the status of Registered Centre with the University of London. The programmes currently offered through the School of Law are designed, assessed and awarded by the University of London International Programmes.

LL.B. – Bachelor of Laws

Qualification Awarded
The University of London International Programme awards the LLB, a Bachelor of Laws degree.

AAU’s study program requires concurrent enrollment with the University of London International Programme. Upon completion of the programme of study, and after having successfully passed the University of London’s assessments and fulfilled a skills path, students will receive their LLB, Bachelor of Laws, issued by the University of London.

Admission Requirements
To be eligible for instruction you must also be eligible for admission to the University of London International Programme. The University of London entrance requirements state that you must normally be at least 17, have proof of having successfully completed secondary education at an A-Level equivalency, and have a good level of competency in English evidenced by specific language test scores. Additionally AAU requires two letters of recommendation, an essay addressing your personal interests and professional objectives, and the completion of a personal interview.

Profile of the programme
The University of London International Programme LLB is focused on the law of England and Wales. It is an intensive and demanding structure that leads to a law qualifying degree issued by an internationally recognized and highly esteemed university. Students will attend lectures, seminars and tutorials as they expand their knowledge, skills and analytical ability in preparation of their assessments and ultimately their entry in to the work force.

Key learning outcomes
Upon completion of each course students will be prepared for their externally administered University of London assessments.

Upon successfully completion of the course of study students will be able to:

1. demonstrate a thorough understanding of the laws of England and Wales;
2. present legal concepts and rules in their wider context;
3. use and evaluate legal reasoning and construct legal arguments;
4. undertake legal research and present the results effectively;
5. demonstrate improved oral and written communication, problem solving skills, and the ability to effectively work in a group dynamic;
6. benefit from the academic qualifications, knowledge, skills, and analytical ability expected of candidates of either the barrister or solicitor vocational training programs or to continue on to fields such as business or international relations.

Occupational profiles of graduates
Graduates will have obtained the necessary education for admission to the vocational training programs for barristers or solicitors, as well as a legal education that can be expanded upon through graduate studies or professional employment in law, business or a variety of other endeavors. For the graduates who choose not to continue their studies they will be equipped with the knowledge, skills and analytical abilities required to enter the legal and professional job markets in other capacities.
**Course structure diagram with credits and graduation requirements**

Each course requires one academic year of study. The program has two different structures to fit students’ needs; full-time entails four University of London assessed courses per year and one locally assessed year long course while part-time studies consists of three University of London assessed courses per year and at least three locally assessed year long courses.

Credits are earned with the University of London after the student takes the externally administered assessment, either at their local British Council or in London. The locally assessed courses result in a limited number of ECTS credits awarded by AAU.

### Required Courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Required London Assessed Law Courses</th>
<th>ECTS Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEG 151</td>
<td>Common Law Reasoning and Institutions</td>
<td>15</td>
</tr>
<tr>
<td>LEG 152</td>
<td>Criminal Law</td>
<td>15</td>
</tr>
<tr>
<td>LEG 153</td>
<td>Elements of the Law of Contracts</td>
<td>15</td>
</tr>
<tr>
<td>LEG 154</td>
<td>Public Law</td>
<td>15</td>
</tr>
<tr>
<td>LEG 216</td>
<td>Law of Torts</td>
<td>15</td>
</tr>
<tr>
<td>LEG 251</td>
<td>Property Law</td>
<td>15</td>
</tr>
<tr>
<td>LEG 317</td>
<td>Equity and Trusts</td>
<td>15</td>
</tr>
<tr>
<td>LEG 254</td>
<td>Jurisprudence and Legal Theory</td>
<td>15</td>
</tr>
<tr>
<td>LEG 236</td>
<td>EU Law</td>
<td>15</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Required AAU Assessed Courses</th>
<th>ECTS Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEG 106</td>
<td>Legal English</td>
<td>12</td>
</tr>
<tr>
<td>LEG 206</td>
<td>Moot Court</td>
<td>12</td>
</tr>
<tr>
<td>LEG 121</td>
<td>Legal Research and Writing</td>
<td>12</td>
</tr>
</tbody>
</table>

### Elective Courses – students must take at least two courses from Group A

<table>
<thead>
<tr>
<th>Code</th>
<th>Group A</th>
<th>ECTS Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEG 341</td>
<td>Commercial Law</td>
<td>15</td>
</tr>
<tr>
<td>LEG 325</td>
<td>Company Law</td>
<td>15</td>
</tr>
<tr>
<td>LEG 330</td>
<td>Criminology</td>
<td>15</td>
</tr>
<tr>
<td>LEG 335</td>
<td>Evidence</td>
<td>15</td>
</tr>
<tr>
<td>LEG 340</td>
<td>Family Law</td>
<td>15</td>
</tr>
<tr>
<td>LEG 345</td>
<td>History of English Law</td>
<td>15</td>
</tr>
<tr>
<td>LEG 351</td>
<td>International Protection of Human Rights</td>
<td>15</td>
</tr>
<tr>
<td>LEG 355</td>
<td>Introduction to Islamic Law</td>
<td>15</td>
</tr>
<tr>
<td>LEG 246</td>
<td>International Public Law</td>
<td>15</td>
</tr>
</tbody>
</table>

**Group B**

<table>
<thead>
<tr>
<th>Code</th>
<th>Group B</th>
<th>ECTS Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEG 327</td>
<td>Succession</td>
<td>15</td>
</tr>
<tr>
<td>LEG 390</td>
<td>Dissertation</td>
<td>15</td>
</tr>
</tbody>
</table>

The above elective listing represents the full range of electives offered by the University of London. The actual offerings will be identified in the spring prior to the start of the term.

### Final Award

Progression from year to year is monitored and determined by the University of London. Students must pass their courses before being allowed to move on to another year of study. In addition to completing the established study program candidates must select and submit a skills path project in their final year. The University of London determines the final award status based upon the marks earned in the second and third year of study when contemplating full-time status.
Examination and Assessment Regulations
The School of Law prepares students for the University of London’s assessments. Students register for these assessments directly with the British Council. The assessments rules and regulations are governed by the University of London International Programme. Students will earn credit for their locally designed courses.

Programme Director
Jennifer Fallon, J.D., Associate Dean, John H. Carey II. School of Law

Certificate of Higher Education in Common Law

Qualification Awarded
The Certificate of Higher Education in Common Law, formerly known as the Diploma in Law, in addition to a free standing award indication the completion of a course of study, is an alternate entry path on to the LLB for students who find they do not meet the British A-Levels equivalency or who need further academic development prior to undertaking intensive legal studies.

Admission Requirements
Acceptance to the Certificate, unlike the LLB, is governed by AAU. Applicants submit their application and information directly to AAU for evaluation. In addition to the established documentation, applicants will undertake a Law Skills Bridging course and written assessments. Those students who are accepted will be communicated to the University of London; they will then register with both AAU and the University of London.

Profile of the programme
The Certificate is primarily offered as an alternate entry on to the LLB programme for under-qualified students. It is an intensive and demanding structure that combines the first year of the LLB with a wide variety of locally offered courses over a two-year period; this structure will help to lay the foundation for successful legal studies by limiting the LLB courses to two per year while further developing their legal understanding and writing skills as well as establishing a strong foundation for later courses such as Jurisprudence, EU Law, and Business Law.
Students will attend lectures, seminars and tutorials as they expand their knowledge, skills and analytical ability in preparation of their assessments and progression to the LLB.

Key learning outcomes
Upon completion of each course students will be prepared for their externally administered University of London assessments.

Upon successfully completion of the course of study students will be able to:

1. demonstrate a their understanding of Criminal Law, Public Law, Contracts and CLRI;
2. produce basic legal memos and client letters;
3. present legal concepts and rules in their wider context;
4. use and evaluate legal reasoning and to construct legal arguments;
5. undertake legal research and present the results effectively;
6. demonstrate improved oral and written communication, problem solving skills, and ability to effectively work in a group dynamic.

Additionally, students will have a stronger foundation for their future LLB courses stemming from the foundational courses offered in the Certificate programme.
Occupational profile of graduates
As the certificate is considered an intermediary award rather than a final degree it is not sufficient for masters studies. The certificate qualifies students to continue in a bachelors programme. For students who may have already earned an undergraduate degree the Certificate can be used to establish a comprehensive understanding of the foundational elements of the law of English and Wales.

Access to further studies
Successful completion of the Certificate will allow student to seamlessly transfer in to the second year of LLB studies.

Course structure diagram with credits and graduation requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Required London Assessed Law Courses</th>
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<td>LEG 154</td>
<td>Public Law</td>
<td>15</td>
</tr>
<tr>
<td>LEG 153</td>
<td>Elements of the Law of Contracts</td>
<td>15</td>
</tr>
<tr>
<td>LEG 108</td>
<td>Foundations of Law</td>
<td>12</td>
</tr>
<tr>
<td>LEG 106</td>
<td>Legal English</td>
<td>12</td>
</tr>
<tr>
<td>COM 101</td>
<td>Composition 1</td>
<td>6</td>
</tr>
<tr>
<td>COM 102</td>
<td>Composition 2</td>
<td>6</td>
</tr>
<tr>
<td>LEG 109</td>
<td>World Order</td>
<td>12</td>
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<tr>
<td>PHI 125</td>
<td>Introduction to Philosophy</td>
<td>6</td>
</tr>
<tr>
<td>COM 110</td>
<td>Public Speaking</td>
<td>6</td>
</tr>
<tr>
<td>POS 101</td>
<td>Introduction to Politics I</td>
<td>6</td>
</tr>
<tr>
<td>CIS 161</td>
<td>Computer Information Systems</td>
<td>6</td>
</tr>
<tr>
<td>ECO 105</td>
<td>Introduction to Economic Thought</td>
<td>6</td>
</tr>
</tbody>
</table>

Final award
The final award is governed by the University of London. In addition to the final award, students will have earned local credit for their AAU courses.

Examination and Assessment Regulations
AAU courses will be assessed locally. Students must register with the University of London for their London issued examinations as well as with their desired British Council. In order to be eligible for their examinations, students must have attended 80% of the course; local attendance will be confirmed with the University of London and students falling below the threshold will be barred from the examination room.

LLM – Masters of Law
AAU offers study support to students registered on the University of London LLM programme. This consists of access to the library, guidance through the VLE, access to a quiet study room, other general student resources, and, upon further agreement, limited tutorials.

Students interested in this option should contact the School of Law directly.
# Description of Individual Course Units

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 233</td>
<td>Financial Accounting</td>
</tr>
<tr>
<td>ACC 263</td>
<td>Managerial Accounting</td>
</tr>
</tbody>
</table>

## ACC 233 Financial Accounting

<table>
<thead>
<tr>
<th>Course code:</th>
<th>ACC 233</th>
</tr>
</thead>
<tbody>
<tr>
<td>Semester:</td>
<td>1</td>
</tr>
<tr>
<td>Year of Study:</td>
<td>2</td>
</tr>
<tr>
<td>Course Type:</td>
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</tr>
<tr>
<td>Lecturer:</td>
<td>Pietro Andrea Podda, Ph.D.</td>
</tr>
<tr>
<td>Course Type:</td>
<td>required</td>
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<td>B.A. in BA</td>
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<tr>
<td>Hours p. week:</td>
<td>3</td>
</tr>
<tr>
<td>ECTS-Credits:</td>
<td>6</td>
</tr>
</tbody>
</table>

### Learning Outcomes

Upon successful completion of this course, students will be able to:
- Define, describe and interpret IFRS & GAAP Financial Accounting Concepts, principles and theory
- Demonstrate the above concepts in application to accounting transactions and Financial Statements
- Perform the entire Accounting Cycle from accounting entries to the preparation of complete set of Financial Statements (Income Statement, Balance Sheet, Statement of Retained Earnings, Cash Flow Statement) for both Service and Merchandising Operations
- Analyse Financial Statements
- Interpret Financial Analysis.

### Prerequisites

MTH 111

### Course Contents

The objective of this course is to acquaint students with the development and analysis of financial statements. Accounting concepts and terminology will be stressed. This course concentrates on the application of accounting theory, standards, principles, and procedures to accounting problems.

### Level of Course

Bachelor’s, Introductory

### Readings


### Teaching Methods

Lecture with basic explanation of each topic with ample examples and summary notes, topic tests for each week, regular homework, high level of interaction

### Assessment Methods

Midterm exam, tests, homework assignments, project, final exam

## ACC 263 Managerial Accounting

<table>
<thead>
<tr>
<th>Course code:</th>
<th>ACC 263</th>
</tr>
</thead>
<tbody>
<tr>
<td>Semester:</td>
<td>2</td>
</tr>
<tr>
<td>Year of Study:</td>
<td>2</td>
</tr>
<tr>
<td>Course Type:</td>
<td>required: B.A. in BA</td>
</tr>
<tr>
<td>Lecturer:</td>
<td>Larisa Svobodová, M.A.</td>
</tr>
<tr>
<td>Doc. Ing. Irena Jindřichovská, CSc.</td>
<td></td>
</tr>
<tr>
<td>Hours p. week:</td>
<td>3</td>
</tr>
<tr>
<td>ECTS-Credits:</td>
<td>6</td>
</tr>
</tbody>
</table>

### Learning Outcomes

Upon successful completion of this course, students will be able to:
- Comprehend and have a clear understanding of terms and concepts using in business decision-making
- Understand and analyze how accounting information is prepared and how it is used in making management decisions
- Prepare cost reports for different production systems
  - Evaluate the consequences of different business decisions using differential analysis
  - Produce the Master Budget of the company and interpret the differences between planned and actual performance.
Prerequisites
ACC 233

Course Contents
This course deals with the presentation of information on which cost conscious management decisions will be made. Management accounting teaches how to decide the amount of funding needed for a given project. It also covers areas like budgetary control and standard costing.

Level of Course
Bachelor’s, Intermediate

Readings
Required Reading

Recommended Reading
Additional Readings may be distributed during the course of the class for specific assignments.

Teaching Methods
Lectures, discussion, case study

Assessment Methods
Midterm exam, final exam, homework assignments

ACC 511 International Accounting and Reporting

Course code: ACC 511
Semester: 1 or 2
Year of Study: 1 or 2
Course Type: elective
ECTS-Credits: 6

Lecturer
David John Muir, M.Sc., MBA

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Describe the history of International Financial Reporting Standards (IFRS) and explain the framework of IASB for the Preparation and Presentation of Financial Statements
- Understand the impact that cultural influences have on accounting and explain the pros and cons of principles-based vs. rules-based accounting standards
- Articulate the difficulties involved in historical cost accounting vs. fair value accounting
- Evaluate the reasoning for different accounting treatments and discuss the concept of substance over form
- Compare and contrast the key differences between IFRS and US-GAAP and describe in detail the technical aspects and difficulties of adopting IFRS
- Express the concepts of additional standards
- Collaborate effectively in groups to research and present topics on IFRS.

Prerequisites
None

Course Contents
This course provides students with a firm grasp of the principal conceptual problems surrounding international financial accounting and reporting, providing a bridge between accounting theory and practical applications. Topics include: the application of international financial reporting standards in the preparation and presentation of single company and group financial statements; the main concepts and theories of financial accounting and reporting of both the accounting profession and the academic community; and the integration and evaluation of information from a variety of sources. Comparison of accounting systems and recent issues, trends and developments in international financial accounting and reporting will also be covered as part of the material.

Level of Course
Master’s, Advanced
Readings

Required reading:

Illustrative corporate consolidated financial statements for 2012 year ends, PWC, 2013.


Recommended reading:


Teaching Methods
Lectures, readings, class participation, homework on the reading material and lectures

Assessment Methods
Midterm exam, final exam, homework assignments

<table>
<thead>
<tr>
<th>ART 101 History of Art I.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Course code:</strong></td>
</tr>
<tr>
<td><strong>Semester:</strong></td>
</tr>
<tr>
<td><strong>Year of study:</strong></td>
</tr>
<tr>
<td><strong>Course type:</strong></td>
</tr>
<tr>
<td><strong>Hours p. week:</strong></td>
</tr>
<tr>
<td><strong>ECTS credits:</strong></td>
</tr>
</tbody>
</table>

Learning Outcomes
Upon successful completion of this course, students will:
- Be familiar with overview of art from the ancient times to the 14th century
- Have acquired knowledge of key characteristics of each art period and the vocabulary to discuss and analyze works of art.

Prerequisites
None

Course Contents
The art of prehistory, the ancient Near East, Ancient Egypt, the Aegean, the art of Ancient Greece, the art of Etruscans, Ancient Rome, Early Christian and Byzantine art, the Early Middle Ages, Romanesque art, Gothic art in Bohemia and Central Europe, precursors of Renaissance.

Level of Course
Bachelor’s, Introductory

Readings

Teaching Methods
Slide-based lectures, discussions, group exercises, museum visits

Assessment Methods
Mid-term exam, essay, in-class assignments, final exam
<table>
<thead>
<tr>
<th>Course Code</th>
<th>ART 102</th>
<th>ART 131</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ART 102  History of Art II</strong></td>
<td><strong>ART 131  Prague Art and Architecture</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Course code:</strong></td>
<td><strong>Course code:</strong></td>
<td>ART 131</td>
</tr>
<tr>
<td><strong>Semester:</strong></td>
<td>1 or 2</td>
<td>1 or 2</td>
</tr>
<tr>
<td><strong>Year of study:</strong></td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>Course type:</strong></td>
<td>req./opt.: B.A. in HSC; GEC-civ</td>
<td>req./opt.: B.A. in HSC; GEC-civ</td>
</tr>
<tr>
<td><strong>Hours p. week:</strong></td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td><strong>ECTS credits:</strong></td>
<td>6</td>
<td>6</td>
</tr>
</tbody>
</table>

**Lecturer**

Dita Baker, M.A.

**Dita Baker, M.A.**

**PhDr. Kateřina Průšová**

Christopher Montoni, M.A.

Karolina Dolánská, Ph.D.

Alena Foustková, M.F.A.

Dita Baker, M.A.

**Learning Outcomes**

Upon successful completion of this course, students will:

- Be familiar with an overview of art from the Late Gothic art in Italy to the 20th century art and architecture
- Have acquired knowledge of key characteristics of each art period and the vocabulary to discuss and analyze works of art.

**Prerequisites**

None

**Course Contents**

Precursors of the Renaissance, the Early Renaissance, the High Renaissance in Italy and Mannerism, Baroque art, Rococo, Neoclassicism, Romanticism, 19th century Realism and Expressionism, post-Impressionism, Cubism, Futurism and related 20th century styles.

**Level of Course**

Bachelor’s, Introductory

**Readings**


**Teaching Methods**

Slide-based lectures, discussions, group exercises, museum visits

**Assessment Methods**

Mid-term exam, final exam, essay, in-class assignments

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**ART 131  Prague Art and Architecture**

**Course code:** ART 131

**Semester:** 1 or 2

**Year of study:** 1

**Course type:** req./opt.: B.A. in HSC; GEC-civ

**Hours p. week:** 3

**ECTS credits:** 6

**Learning Outcomes**

Upon successful completion of this course, students will be able to:

- Understand the specific language of architecture and fine art
- Identify major historical periods and styles of art and architecture and recognize their defining characteristics from Romanesque to the Contemporary period
- Contextualize the characteristics of representative forms and examples of art and architecture within the socio-cultural, historical, and political influences of their time
- Discuss the meaning of art and architecture examples
- Prepare and present research on a given topic.
Prerequisites
None

Course Contents
This course gives students an insightful orientation into the history of western art from the Middle Ages to the contemporary period through the architecture and art of Prague. The city is seen as a virtual open-air museum and a life-size 3-D reading book; therefore the classroom lectures are combined with regular excursions throughout the city.

Level of Course
Bachelor’s, Introductory

Readings


Teaching Methods
Slide-based lectures, visits of monuments, art collections and museums in Prague

Assessment Methods
Class presentation, final exam

**ART 250 Visual Culture**

**Course code:** ART 250

**Semester:** 1 or 2

**Year of study:** 2 or 3

**Course type:** required: B.A. in JC

req./opt.

B.A. in HSC

**Hours p. week:** 3

**ECTS credits:** 6
Learning Outcomes
Upon successful completion of this course, students will be able to:
- Present and build a working vocabulary with which to discuss the way visual images, particularly photographs, are constructed
- Identify and understand the visual functions of each of these elements in terms of their desired effect or impact on viewers
- Analyze, explore and question the relationships between the image-maker, viewer, subject and commissioning agent and the various functions of images in society
- Consolidate the above material in the context of contemporary uses of images.

Prerequisites
None

Course Contents
Introduction to aesthetics, elements of visual meaning, aesthetic variables - shape, pattern, texture, form, light, line, scale, space and composition, introduction to design and design variables - balance, dominance, proportion, rhythm and perspective.

Level of Course
Bachelor’s, Intermediate

Readings

Teaching Methods
Lectures, discussions

Assessment Methods
Written essays, presentation, final exam

ART 251 Documentary Photography

<table>
<thead>
<tr>
<th>Course code:</th>
<th>ART 251</th>
</tr>
</thead>
<tbody>
<tr>
<td>Semester:</td>
<td>1 or 2</td>
</tr>
<tr>
<td>Year of study:</td>
<td>2</td>
</tr>
<tr>
<td>Course type:</td>
<td>required: B.A. in JC</td>
</tr>
<tr>
<td>Hours p. week:</td>
<td>3</td>
</tr>
<tr>
<td>ECTS credits:</td>
<td>6</td>
</tr>
</tbody>
</table>

Learning Outcomes
Upon successful completion of the course, students will be able to:
- Comprehend international documentary photography, both historical and contemporary
- Apply theoretical knowledge and develop personal documentary projects
- Demonstrate hands-on experience by creating a documentary photography series themselves.

Prerequisites
None

Course Contents
Introduction of documentary photography, determination of your subject matter, description and analysis of a photograph, kinds of photographs, a short history of documentary photography, presentations: documentary photography now, critique of documentary photography project.

Level of Course
Bachelor’s, Intermediate

Readings

**Teaching Methods**
Lecture, discussion

**Assessment Methods**
Class Participation, Photographic Journal/ Visual Diary, Research/ Presentation of Photographer, Artist’s Statement, Final project

**ART 252 Digital Photography**

<table>
<thead>
<tr>
<th>Course code</th>
<th>ART 252</th>
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</thead>
<tbody>
<tr>
<td>Semester</td>
<td>1 or 2</td>
</tr>
<tr>
<td>Year of study</td>
<td>1</td>
</tr>
<tr>
<td>Course type</td>
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<td>B.A. in PS; JC</td>
<td></td>
</tr>
<tr>
<td>Hours p. week</td>
<td>3</td>
</tr>
<tr>
<td>ECTS credits</td>
<td>6</td>
</tr>
</tbody>
</table>

**Learning Outcomes**
Upon successful completion of this course, students will be able to:
- Describe and execute proper operation and of a digital camera
- Present working knowledge of shutter speeds, aperture settings, ISO Settings, light, and camera angles in order to provide desired images
- Name and understand the mechanics of a digital camera
- Calculate the equivalent relationships between shutter speeds, aperture settings, and film speeds.
- Instill an understanding of photographic concepts and vocabulary
- Discuss how and what photographs communicate through careful analysis of yours and your fellow students work
- Create a series of images that convey a particular theme or concept as proposed by the student
- Inform and educate the class as a whole on different photographers and photographic styles through individual presentations
- Provide a very broad overview of digital photography as a unique form of the medium so as to encourage a more holistic understanding of it as both an art form and a technical craft.

**Prerequisites**
None

**Course Contents**
Photography as a digital medium, concept development, digital capture, editorial technique, digital presentation, and printing, post-production software programs, contemporary visual artists, gallery visits, discussions.

**Level of Course**
Bachelor’s, Introductory

**Readings**
Understanding Exposure, 3rd Edition: How to Shoot Great Photographs with Any Camera by Bryan Petersen, 2010
Chasing Reflections: The Print and Process Series by Eli Reinholdtsen, e-Book

**Teaching Methods**
Lectures, readings, discussion, presentations, and workshop style instruction followed by fieldwork

**Assessment Methods**
Attendance, discussion, group work, journal (blog or Flickr), written test, long-term project, final presentation (printing, editing, statement)
ART 256 Visual Literacy

Lecturer
Alena Fousková, M.F.A.

Course code: ART 256
Semester: 1 or 2
Year of study: 2 or 3
Course type: Req./opt.: B.A. in HCS, VAS
Elective: B.A. in JC
Hours p. week: 3
ECTS credits: 6

Learning Outcomes
Upon successful completion of this course, the students will be able to:
- Comprehend of the visual arts and the creative processes inherent in them
- Analyze, interpret and understand the role the arts play in their lives and in society.

Prerequisites
None

Course Contents
This course is designed to engage students in the creative process and foster understanding of the arts. Topics of study include visual expression and communication in painting, advertising, graphic design, photography, film, computer graphics and typography. Through theory, method and applications, students will develop an understanding of the visual arts and the creative processes inherent in them. Students will analyze, interpret and understand the role the arts play in their lives and in society.

Level of Course
Bachelor’s, Intermediate

Readings
Will be assigned in the classroom

Teaching Methods
Lecture, discussion

Assessment Methods
Mid-term, final test

ART 275 History of Art III

Lecturer
Karolina Dolanská, Ph.D.

Course code: ART 275
Semester: 1 or 2
Year of study: 1
Course type: required: B.A.in VAS
Hours p. week: 3
ECTS credits: 6

Learning Outcomes
Upon successful completion of the course, students will be able to:
- Define the term “modernism” and explain what makes particular works of art “modernist”
- Describe the general characteristics of the most important modern art movements
- Associate works of modern art with specific modern art movements based on the style of subject of the works
- Know the principal artists from each movement and identify their most important works

Prerequisites
None

Course Contents
This course traces the beginning of Modernism to Realism of the second half of the 19th century and presents the history of Modern art to the post World War II point when New York replaced Paris as the world’s art center – the point when the modernist agenda of re-thinking all traditional values and radically redefining and extending their meanings was fulfilled literally and thus had reached its own limit. We will
study and discuss painting, sculpture, and architecture and gain understanding of major twentieth-century stylistic movements, situating them within the historical, philosophical, social, and political contexts in which they arose. The classroom lectures will be combined with excursions to museums, art galleries, and historical sites relevant to the topics covered in the class

**Level of Course**
Bachelor’s, intermediate

**Readings**

**Teaching Methods**
Slide-based lectures, discussion of images and texts, excursions to museums and art galleries

**Assessment Methods:** Class participation, presentation, essays, exam

**ART 302 Cross-Media Art Studio**

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<td>ECTS credits:</td>
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</table>

**Lecturer**
MgA. Veronika Bromová

**Learning Outcomes**
Upon successful completion of this course, students will:
- Be able to use all possible media to express their ideas, concepts and feelings about their self, contemporary society, and nature
- Be more familiar with contemporary “cross media art” internationally, but then with an emphasis on current trends in Czech art and society

**Prerequisites**
None

**Course Contents**
This course will introduce students to Studio Art with an emphasis on photography, but touching upon other important media from drawing, painting, sculpting, performance and “self-performance” to new media, video and sound art. Students will learn to use all possible media to find the right tools to express their ideas, concepts and feelings about themselves, contemporary society and nature. This course is an inter-disciplinary exploration of photograph, video, performance, and all of the evolving forms of new media. Regardless of artistic ability, will students engage with studio art practices and art production in group and solo projects. Students will also critically respond to contemporary art through visiting cross-media art exhibits (visual, audio, haptic, interactive and new media), performances, installations and festivals

**Level of Course**
Bachelor’s, Advanced

**Readings**

**Teaching Methods:** Exhibition and gallery excursion, workshop
ART 303  Sound Art in Theory and Practice

Lecturer
Andrea Dancer, MFA, Ph. D.

Learning Outcomes
Upon successful completion of this course, students will:
- Be familiar with concepts such as acoustic culture and ecology, soundscape study, sound / radio art techniques and arts-based research methodologies;
- Be able to comprehend the field's history, current state and practitioners
- Be able to integrate acoustic with visual arts practices (such as photography, film, performance or spoken word)
- Interpret intersections between critical cultural theorists, acoustic art culture, and various media art practices.
- Be able to use introductory (or build on intermediate) field recording and sound editing techniques and concepts such as design, composition, structure and reflective practice
- Be able to conduct a major project for adjudication and exhibition: propose, design, record, edit and document a soundart based work that can take the form of a radio portrait or personal essay, soundart composition, film score, performance or installation/intervention (length and scope to be determined).

Prerequisites
None

Course Contents
In this arts-based course, we will examine the history and theory of sound as art and be introduced to areas such as soundscape composition, radio-broadcast arts, deep listening, soundwalking, acoustic composition, sound installation-intervention in the context of artistic practice and socio-cultural intersections. Students survey a number of relevant texts as well as examine the current state of the genre through an introduction to international acoustic artists, activists, organizations, and scholars as well as their works. Soundart is further explored through hands-on practice (in tandem with visual paradigms), exposure to Prague's own soundart community, arts-based research, and self-reflexive engagement. Students learn beginning (or intermediate) audio field recording and editing techniques and elements of composition toward a major final project that is sound-art based including a body of documentation and an adjudicated exhibition / presentation of their work.

Level of Course
Bachelor’s, Intermediate

Readings

Major Texts (Reading Excerpts TBD)

Supplementary Reading

### Teaching Methods
See Course Contents

### Assessment Methods
Attendance and Participation, Arts-based research portfolio / journal, Assigned Reading-Listening-Viewing Material, Major Project and Research Proposal, Final Project Presentation and Exhibition

### ART 337/537 Eroticism, Power & Fate in the Cinema of Central Europe

<table>
<thead>
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<td>req./opt.: BA in HSC elective: BA in PS, JC, VAS / MA in HUM</td>
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<td>Hours p. week:</td>
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</table>

### Lecturer
Kevin Johnson, Ph.D.

### Learning Outcomes
Upon successful completing this course, the students will be:
- Familiar with the basic trends in the cinemas of Central Europe,
- Able to describe continuities and divergences between the various National Cinemas
- Able to discuss and analyze specific films, not only in aesthetic terms (i.e. form and content), but also in terms of their cultural and historical context (i.e. as “cultural artifacts”)

### Prerequisites
None

### Course Contents
This course provides an overview of the cinematic traditions in Central Europe in historical and political context, with specific focus on the themes of eroticism, power, and fate in these films. This course examines a series of films from Central Europe (including present day Czech Republic, Austria, Germany, Hungary, Poland, and Slovakia) from the silent era until the present day. Primary areas of focus are: the pre-WWII period, the various “New Waves” of the 1960s and 1970s, and the developments after 1989. Beginning with the assumption that eroticism, power, and fate are somehow interrelated, the course addresses how each film approaches this thematic constellation and how cinematic treatment of these themes has developed over time and throughout the region. In this analysis, consideration is given to the broader social, political, economic, and cultural contexts (both nationally and between nations) in which the films were made as well as the impact of these films within “Central Europe.” Since no previous experience in film studies is assumed, the first few sessions will also function as an introduction to reading and interpreting films. To this end the course reader is also supplemented with recommended texts that offer an overview of relevant aspects of film theory and analysis. Throughout the course we will also touch on various elements of film theory and modes of film analysis.

### Level of Course
Bachelor’s Advanced / Master’s
Readings
Readings and other materials will be specified in the course syllabus

Teaching Methods
Film screening, lecture, discussion

Assessment Methods
Attendance and Participation, Weekly “mini assignments”, Midterm exam, Final paper

ART 343  Chapters in Japanese Art & Culture

Lecturer
PhDr. Helena Honcoopová

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Comprehend and have a clear understanding of the development, changes and continuities of Japanese cultural history
- Understand and analyse basic art motives, symbols and techniques
- Place in context and lend perspective to the masterpieces of the Japanese cultural tradition
- Present safely the names and dates of eras used in chronological systems of Japan (such as Tokugawa or Meiji Period, Genroku Era etc)
- Demonstrate basic knowledge of terms used in assessing respective art disciplines of East Asia (such as, emakimono, sumie, ukiyoe, kachōga, eiga, kabuki, nó, bunraku etc.)
- Interpret the transcription system used for the Japanese languages (basically written in Chinese characters, combined with Japanese kana syllabary) stem from the English international standards (Hepburn transliteration for Japanese).

Prerequisites
None

Course Contents
This course is dedicated to the study of important cultural aspects (architecture, art, literature, theatre, film) of Japan, as they developed within the context of cultural history and religious environment. The 15 lectures on Japanese culture are divided into four chronologically ordered blocks covering ancient, mediaeval, new age, and modern culture, each of three lessons. 12 lessons will offer a chronological survey of the development of culture. Each lesson will be joined by a theme which will review a study case of one cultural genre or discipline (archeology, architecture, sculpture, paintings and calligraphy, printing, ceramics and lacquer ware, poetry, theatre of nó, bunraku and kabuki, as well as film). Two practical lessons – one in a museum and one lecture on calligraphy are included. The complex is taught by Helena Honcoopová, an experienced Czech specialist on Japanese art and literature

Level of Course
Bachelor’s, Intermediate

Readings
Teaching Methods
Lectures, discussion, excursion, visits to museums and workshops

Assessment Methods
Mid-term Exam, Final Exam, Essay, Attention, activity

ART 372 / 572 Contemporary Art Scene

Course code: ART 372/ 572
Semester: 1 or 2
Year of study: 1 or 2
Course type: req./opt.
ECTS credits: 6

Lecturer
Karina Kottová, M.A.

Learning Outcomes
Upon successful completion of this course, the students will be able to:
- Use the Prague art scene as a case study enabling students to study the contemporary art scene
- Comprehend issues and institutions connected to the realm of contemporary art (artists, curators, art historians, critics, collectors, art schools, galleries, media, market, exhibitions etc.)
- Orient themselves in the contemporary art scene and enabling them to follow the exciting changes in the art world.

Prerequisites
None

Course Contents
By visiting exhibitions and galleries, artists’ studios and discussing strong contemporary artworks and art texts, students will explore the different concepts of contemporary arts. This seminar course will also question issues like the art market, art collectors and collections, phenomena of international shows like Venice Biennale and the position of curators.

Level of Course
Bachelor’s, Advanced

Readings

Teaching Methods
Lecture, discussions, visits

Assessment Methods
Exam
## ART 375 History of Art IV

**Course code:** ART 375  
**Semester:** 1 or 2  
**Year of study:** 2 or 3  
**Course type:** required: B.A. in VAS  
**Hours p. week:** 3  
**ECTS credits:** 6

### Lecturer
Karolina Dolanská, Ph.D.

### Learning Outcomes
Upon successful completion of the course, students will:
- be familiar with an overview of art and architecture from WWII to the beginning of the 21st century.
- have acquired knowledge of key characteristics of each art period and the vocabulary to discuss and analyze works of art and architecture on the background of socio-political changes of the 20th century.

### Prerequisites
None

### Course Contents
This course examines the key developments in Western art and architecture from World War II until the beginning of the 21st century. The classes will cover Post-War Abstraction both in USA and Europe, Post-War Figuration, Art brut and Pop Art. It will also cover changes in the 1960s art with the rise of Conceptualism and Happenings. It will cover Process Art, Nouveau Realisme, Body Art, Minimalism and Land Art. Later it will concentrate on Postmodern Architecture and Art, covering new developments in Photography and Video Art as well. It will also cover exciting global changes of the 1990s and introduce students to the contemporary art scene. Slide-based lectures will be supplemented by discussions about important art terms, artworks and visits to representative sights and exhibitions in Prague.

### Level of Course
Bachelor’s, Advanced

### Readings

### Teaching Methods
Lecture, discussion, excursion, group exercise

### Assessment Methods
Final exam, presentation

## ART 384 Studio Practice: Materials, Techniques & Methods of Drawing

**Course code:** ART 384  
**Semester:** 1 or 2  
**Year of study:** 2 or 3  
**Course type:** required: B.A. in VAS  
**Hours p. week:** 3  
**ECTS credits:** 6

### Lecturer
Cory Wanamaker, M.F.A.  
Richard Willenbrink, M.F.A.

### Learning Outcomes
Upon successful completion of this course, students will:
- Have developed each their observational and representational skills, along with their understanding of the criteria for successful visual communication.
- Be able to recognize the work of some of the best draftsmen in the history of art and express their drawing aims and strategies verbally

**Prerequisites**
None

**Course Contents**
Drawing is at the foundation of most visual arts. It has four main functions: representing what has been observed, expressing the personality of the artist, conveying information, and making the invisible visible. This course focuses on representational drawing but assumes no prior training or experience. In-class and outdoor drawing exercises and assignments will promote careful observation, eye-hand coordination and the ability to translate three-dimensional forms into two dimensional images. Students will explore a variety of media (pencil, ink, crayon, chalk) and different techniques to gain a sense of the possibilities existing within the broad category of drawing. Subjects of the weekly drawing exercises will include still-lifes, landscapes and portraits. Recurring themes are likely to be perspective and composition, flatness and depth, lighting and shading, accuracy and originality, action and analysis.

**Level of Course**
Bachelor's, Intermediate

**Course Materials**
The “Basic Art Kit” will be available. This will include a sketchbook, drawing paper, and general drawing / mark making materials. The specifics are to be determined within the process of the course.

**Teaching Methods**
Practice exercise, discussion

**Assessment Methods**: Project

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**ART 385 Studio Practice: Materials, Techniques & Methods of Painting**

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<td>Hours p. week:</td>
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<td>ECTS credits:</td>
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**Lecturer**
Barbara Benish, M.F.A.
Richard Willenbrink, M.F.A.
Cory Wanamaker, M.F.A.

**Learning Outcomes**
Upon successful completion of this course, students will:
- Have acquired a basic working knowledge of the principles and techniques of painting, which include working with oil paint, mixing colors, creating volume and space by chiaroscuro, and a basic knowledge of human proportions and anatomy
- Be able understand and recognize the main characteristics of the Expressionist and Surrealist styles in Central European art
- Have acquired the understanding and skills to use the Expressionist and Surrealist methods in one’s own painting

**Prerequisites**
None

**Course Contents**
This is a painting course to be held in the studios of the Academy of Fine Arts in Prague.Students will paint from the model, still life, landscape and their own imagination, but inspired by the specific Expressionist and Surrealist characteristics of Central European art. The premise is that Central Europe of Prague and Vienna developed according to its unique history and artistic heritage, which differed from the cultures of other European capitals and regions and that this can be a valuable source of inspiration for the contemporary artist.
Students will be painting in some of the finest studios in Europe and work in one of the most visually inspirational cities in the world.
There are no prerequisites as we can accommodate beginners and more advance students in this multilevel course.

Level of Course
Bachelor’s, Intermediate

Readings

Teaching Methods
Practice exercise, discussion

Assessment Methods
Final Project

ART 387 Studio Practice: Materials, Techniques & Methods in New Media

Course code: ART 387

Semester: 1 or 2
Year of study: 2
Course type: elective: B.A. in VAS
Hours p. week: 3
ECTS credits: 6

Lecturer
Cory Wanamaker, M.F.A.
MgA. Veronika Bromová

Learning Outcomes
Upon successful completion of this course, students will:
- Be able to use all possible media to express their ideas, concepts and feelings about their self, contemporary society, and nature
- Be more familiar with contemporary “cross media art” internationally, but then with an emphasis on current trends in Czech art and society

Prerequisites
None

Course Contents
This course will introduce students to Studio Art with an emphasis on New Media & Time Arts using digital photography (and digital film), but also touching upon other important media from drawing, painting, sculpting, performance and “self-performance” as well as developing skills in video and sound art. Students will learn to use all possible media to find the right tools to express their ideas, concepts and feelings about themselves, contemporary society and nature.

This course is an inter-disciplinary exploration of photograph, video, performance, and all of the evolving forms of new media. Regardless of artistic ability, will students engage with studio art practices and art production in group and solo projects. Students will also critically respond to contemporary art through visiting cross-media art exhibits (visual, audio, haptic, interactive and new media), performances, installations and festivals.

Level of Course
Bachelor’s, Intermediate

Readings
ART 388  Art Studio Project

Course code: ART 388

Semester: 1 or 2
Year of study: 3
Course type: required: B.A. in VAS
Hours p. week: 3
ECTS credits: 6

Learning Outcomes
Upon successful completion of this course, students will be able to:

- Demonstrate developed skills in the application of various arts media and materials.
- Understand, adapt and use optimal methods and skills for creative production.
- Demonstrate critical and contextual awareness of different perspectives, approaches and process within studio art practice specifically and art in general.
- Present appreciation for complex problem-solving through the application of art and design practical, theoretical and technical understanding.
- Critically review one's own and peers arts-based methods, actions and results in a useful and appropriate manner.
- Use evaluative and reflective skills in order to enhance learning, development and decision-making and situate self and other in socio-cultural contexts.
- Conduct primary research, proposal, planning, time management and action-based practices; evaluate and reflect on an emergent process and practice.
- Effectively present work to different audiences (academic, peers, public)

Prerequisites
None

Course Contents
In this course, different artistic technique and practice are introduced to build proficiency in skill enhancement, practice as process, and social and artistic critique as defined by ideas, exploration and trans-media. Students are encouraged to develop distinctive ideas that link their works with current social, political, scientific or wider critical theoretical contexts. Students chose a minimum of three media such as drawing, cartoon, print media, written / spoken word, performance, sculpture, ceramics, photography, film, sound, and performance /installation to develop and document their work. The media chosen are student directed in consultation with the instructor. A body of documentation, portfolio and major work of art comprises the course's final outcome as well as an exhibition.

Level of Course
Bachelor's, Advanced

Readings
Bibliography of Core Texts:

**Supplemental Texts:**

**Teaching Methods**
Discussion, practice

**Assessment Methods**
Final Project

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<th>ART 489 Advanced Studio Research Project</th>
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<tr>
<td><strong>Hours p. week:</strong></td>
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<td><strong>ECTS credits:</strong></td>
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**Lecturer**
TBA

**Learning Outcomes**
See Course Contents

**Prerequisites**
3rd year of study, and approval of Dean

**Course Contents**
Students engaging in Independent Art Projects should be affirmed by the Dean, as well as a letter of endorsement from a faculty member or in special cases from artists in local university-level art educational institutions who will be advisors and supervisors of directed project, along with a written description of the project co-signed by the student and mentor is required. It is the expectation that the student will have 3 hours of studio space available each week either during the times listed or other times to be arranged between instructor and a student. The instructor will visit the student during the studio hours to critique, advise and provide assignments based on the progress and needs of the student.

The projects should be professionally documented in photos or video, and the project will be evaluated at the end of studies by the mentor, with a critique presented by an appointed opponent (either from faculty or a non-faculty artist), and the final grade should be determined by the state exam committee.

The defense of the project is a required part of a State Exam.

**Level of Course**
Bachelor’s, Advanced

**Readings**
Will be assigned individually
**Teaching Methods**
See Course Contents

**Assessment Methods**
See Course Contents

**ART 537 Eroticism, Power & Fate in the Cinema of Central Europe**
See ART 337

**ART 572 Contemporary Art Scene**
See ART 372

**BUS 349 Internship**

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**Lecturer**
Supervision by Dean/Assistant Dean of the School of Business Administration

**Learning Outcomes**
Upon successful completion of the course, students will be able to:
- use in praxis a real working environment experience
- apply the studied theoretical concepts in real-life situations
- comprehend the links between theory and practical application of the concepts.

**Prerequisites**
Approval of the Dean/Assistant Dean of the School of Business Administration

**Course Contents**
This course is specifically designed work experience in a business organization. The course requires that the position include significant learning tasks not previously acquired in other positions. Written reports and/or assigned readings must be undertaken. The course is for third-year or fourth-year students only.

General Requirements: Interns must be in their 3rd or 4th year of study. Internship work must be professional in nature and non-clerical (such as answering telephones, filing). If possible, internship should be related to the academic area in which the student has career interest. The work may be performed at any time during the year Internships can be with private companies, non-government organizations, or governments.

Internship Duties: Internship “work” shall be clearly defined in a job description. It is preferable that intern duties be varied and provides an opportunity for the intern to experience as many responsibilities as possible within the organization. Interns may be paid appropriate for their work. (Amount of pay, if any, shall be determined between the student and the company).

Student responsibilities are as follows:
1. Keep a written record of the number of hours worked. Large amounts of time spent on clerical tasks should not be included.
2. Meet with the company **Internship Supervisor** periodically to review and evaluate your work and overall performance.
3. Perform all assignments in a professional manner. Competence, maturity, confidentiality, diligence and promptness are necessary qualities for all interns serving as representatives of Anglo-American University.
4. Ensure that the Internship Supervisor completes the **Internship Evaluation Report** and submits it online to the **Career Center** no later than **2 weeks after** the internship is completed.
5. Submit the **Internship Final Report** (both a hard copy and an electronic version) to Career Center Manager Stephanie Lachman **within 2 weeks** after the internship is completed. In special cases a student
may ask for the deadline to be extended. Please note that the final deadline for the report submission is the last day of the final exams week of the current Fall/Spring semester.

Level of Course
Bachelor’s, Advanced

Recommended Reading
N/A

Teaching Methods
N/A

Assessment Methods
Final paper, reports from work, evaluation by a supervisor

**BUS 601 Economic Analysis for Business**

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<td>16 (3 weekends)</td>
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<td>US-Credits:</td>
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Lecturer
Ondřej Vychodil, Ph.D.

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Improve on-the-job performance by bringing economic concepts to bear upon managerial decision-making
- Comprehend basic precepts and analytical techniques of economics
- Demonstrate a critical approach to evaluating alternative courses of action
- Demonstrate a strategic perspective
- Apply economic concepts to the management of people and units within organizations.

Prerequisites
BUS 600

Course Contents
- Economists’ View of Behavior
- Markets, Organizations and the Role of Knowledge
- Demand
- Production and Cost
- Market Structure
- Pricing with Market Power
- Incentive Conflicts and Contracts
- Organizational Architecture
- Incentive Compensation
- Ethics and Organizational Architecture

Level of Course
Master’s, Advanced

Readings

Teaching Methods
Lectures; problem solving; presentations, analysis and discussion of cases (Wall Street Journal, Fortune, Forbes,…); discussions on the Discussion Board (on-line)

Assessment Methods
Midterms (2), final exam, class preparation and contribution
BUS 602 Accounting and Financial Analysis

Course code: BUS 602
Semester: 1
Year of Study: 1
Course Type: required; MBA
Hours p. week: 16 (3 weekends)
US-Credits: 4

Lecturer
Assoc. Prof. Bruce Dehning, Ph.D.

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Describe extant accounting systems and the preparation and interpretation of financial statements
- Evaluate the usefulness and limitations of accounting information for effective decision making
- Describe how accounting information is used for strategic planning and performance evaluation.

Prerequisites
BUS 600

Course Contents
- Preparation of financial statements
- Financial statement analysis
- Income measurement
- Asset valuation and reporting
- Liability valuation and reporting
- Concepts and behavior of costs
- Product costing
- Cost-volume-profit relationships
- Decision-making: relevant costs and benefits
- Performance measurement and evaluation

Level of Course
Master’s, Advanced

Readings

Teaching Methods
Lectures, problem solving, discussion of cases

Assessment Methods
Midterm exam, final exam, case preparation and presentation

BUS 603 Statistics for Business Decisions

Course code: BUS 603
Semester: 1
Year of Study: 1
Course Type: required; MBA
Hours p. week: 12 (3 weekends)
US-Credits: 3

Lecturer
Peter Bolcha, Ph.D.

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Edit and analyze economic and business data, and describe its statistical nature
- Comprehend the use of statistical inference, hypothesis testing, and sampling to gain insights into the characteristics of a population
- Comprehend the use of correlation and regression analysis to find relationships among business and economic variables
- Comprehend the evaluation of data and use of critical judgment in forming business decisions.

Prerequisites
BUS 600

Course Contents
- Sources of business and economic data
- Frequency distributions, Measures of dispersion and skewness
- Probability theory, probability distributions
- Sampling, sampling distributions and estimation
- Tests of hypotheses
- Correlation and regression analysis
- Special Topics (chi-squared test, F-test, ANOVA)

**Level of Course**
Master’s, Advanced

**Readings**

**Teaching Methods**
Lecture, problems solving (focus on managerial decision making problems)

**Assessment Methods**
Midterms (2) and final exam, homework and computer assignments, short projects (use of Excel, hypothesis testing, running a regression model)

**Language of Instruction**
English

**Mode of Delivery**
Face to face

**Recommended Optional Program Components**
None

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**BUS 604 Organization Design and Behavior**

<table>
<thead>
<tr>
<th>Course code:</th>
<th>BUS 604</th>
</tr>
</thead>
<tbody>
<tr>
<td>Semester:</td>
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<td>Course Type:</td>
<td>required; MBA</td>
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<tr>
<td>Hours p. week:</td>
<td>16 (3 weekends)</td>
</tr>
<tr>
<td>US-Credits:</td>
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</tbody>
</table>

**Lecturer**
Assoc. Prof. Cris Giannantonio, Ph.D.
Assoc. Prof. Amy Hanson, Ph.D.

**Learning Outcomes**
Upon successful completion of this course, students will be able to:
- Diagnose and correct organizational problems
- Improve skills in maximizing firm value by effectively managing individuals and groups
- Improve skills in maximizing firm value by designing organizations that efficiently and effectively exploit changing market opportunities.

**Prerequisites**
BUS 601

**Course Contents**
This course introduces the tools, techniques, and skills necessary to increase the capacity of firms to do that. Building on insights from economics, this course teaches students how to align incentives, identify and change employee preferences, assign decision rights, and select and retain appropriate employees. Mostly importantly, this course will describe how a firm can be designed and managed to reduce the bureaucratic behavior that destroys value in organizations.

**Level of Course**
Master’s, Advanced

**Readings**

**Teaching Methods**
Lectures, case studies analysis

**Assessment Methods**: Midterm exams (2), final exam, case analyses, group report and oral presentation
BUS 605  Marketing Management

Lecturer
Assoc. Prof. Prashanth Nyer, Ph.D.

Course code: BUS 605
Semester: 1
Year of Study: 1
Course Type: required; MBA
Hours p. week: 16 (3 weekends)
US-Credits: 4

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Outline the role of marketing within the organization and to develop the ability to define and analyze the decision problems dealt with by marketing managers
- Refine decision-making and analytical abilities and the ability to express the results orally and in writing
- Survey current developments in marketing science and theory, and analytical concepts and techniques relevant for marketing decision making, with an emphasis on demand analysis, cost-volume-profit relationships, and the economics of customer retention.

Prerequisites
BUS 601, BUS 602, BUS 603

Course Contents
- Antecedents and Consequences of Customer Satisfaction
- Calculation of Customer Lifetime Value
- Introduction to Marketing Planning
- Marketing Research including the use of Statistics in Making Marketing Decisions
- Segmentation, Targeting and Positioning
- Product Strategies
- Pricing Strategies
- Promotional Strategies

Level of Course
Master’s, Advanced

Readings

Teaching Methods
Lectures, online lectures, offline learning modules, marketing simulation exercise (analysis of marketing research reports, refinement of decisions)

Assessment Methods
Midterm exam, final exam, case analysis, marketing simulation, team and individual assignments, and class participation

BUS 606  Operations and Technology Management

Lecturer
Ing. Milan Šlapák, Ph.D.

Course code: BUS 606
Semester: 2
Year of Study: 1
Course Type: required; MBA
Hours p. week: 16 (3 weekends)
US-Credits: 4

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Expose students to a wide range of activities that comprise Production & Operations Management
- Provide students with some experience in developing operations strategy and operating policies for both manufacturing and service operations
- Provide students with some experience at dealing with the basic issues and economic trade-offs which face an operations manager
- Enable students to analyze data with basic models in areas like location planning, layout planning, inventory management, project management, and quality control. Use of an Excel-based software is encouraged to solve complex problems.

**Prerequisites**
BUS 602, BUS 603

**Course Contents**
Students analyze the management of operations and technology in both production and service industries. Topics include operations and technology strategy, project management, product and service design, capacity and location planning, supply chain management, and total quality management. Students examine the tradeoffs involved in operations decisions and the application of software tools to solve these problems.

**Level of Course**
Master’s, Advanced

**Readings**

**Teaching Methods**
Lecture, case studies analysis, class discussion, group project (operations analysis of a specific company)

**Assessment Methods**
Midterm exams (2), final exam, case presentation/critique, student participation

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**BUS 607 Financial Management**

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**Lecturer**
Assoc. Prof. Jack Broughton, Ph.D.

**Learning Outcomes**
Upon successful completion of this course, students will be able to:
- Comprehend the basic theory of modern corporate finance
- Demonstrate the application of theory to financial decision making
- Use in praxis basic methods of corporate finance and financial statement analysis.

**Prerequisites**
BUS 601, BUS 602, BUS 603

**Course Contents**
- The financial sector of the economy
- Financial forecasting, planning and control
- Working capital management
- Short-term, and long-term financing
- Risk and return
- Cost of capital, Capital budgeting, Capital structure
- Dividend policy
- Stock and bond valuation, Corporate valuation

**Level of Course**
Master’s, Advanced

**Readings**

**Teaching Methods**
Lecture, problems solving, group and individual assignments

**Assessment Methods**
Midterm, final exam, written group and/or individual case analyses, assigned readings and handouts
BUS 610  Understanding the Global Business Environment

Lecturer
Assoc. Prof. Noel Murray, Ph.D.

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Comprehend how a global perspective can create value for a firm as well as for the world economy
- Demonstrate an ability to apply international business concepts, via case study analysis, to diagnose problems of international firms, to recommend and communicate a course of action
- Demonstrate knowledge of international organizations and agreements that regulate international business activities
- Integrate knowledge from different areas of business in a global business environment.

Prerequisites
BUS 604, BUS 605, BUS 607

Course Contents
- Globalization and Political Economy
- International Trade Theory
- Global Culture Analysis
- Regional Economic Integration
- Political Economy of International Trade
- Foreign Direct Investment
- Country Risk Analysis
- Foreign Exchange Market
- International Monetary System
- Strategy of Global Business
- Global Marketing Strategy
- Global Human Resource Management

Level of Course
Master’s, Advanced

Readings

Teaching Methods
Due to the lecture-discussion format, regular class participation is essential

Assessment Methods
Midterm, final exam, term project, six case analyses

BUS 612  Strategic Management

Lecturer
Prof. Tom Turk, Ph.D.

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Learn to integrate tools and concepts from economics, finance, accounting, management, and marketing and to develop the skill of making informed decisions that affect the direction and performance of the firm
- Understand the circumstances under which various strategic options including acquisitions, divestitures, digital strategies and international strategies offer the greatest potential to acquire and sustain a competitive advantage
- Enhance their capabilities in persuasively communicating strategic analyses orally and in writing
- Develop the ability to do significant field research on strategic problems and present strategic recommendations professionally.

**Prerequisites**
All MBA required courses

**Course Contents**
Students focus on the requirements for sustaining competitive advantage and the implications of these requirements for market positioning, diversification, acquisitions, joint ventures, corporate restructuring, and other decisions that can significantly affect firm value. This course also requires students to demonstrate significant business research and presentation skills by forming teams to analyze a strategic issue facing an actual firm. Recommendations based on that analysis are presented and defended orally and in writing and judged by a panel of professors and business leaders. Main topics covered include:
- Requirements for Sustaining Competitive Advantage.
- Macro Environmental Analysis, External Industry Analysis, Internal Company Analysis
- The Strategic Management Process, Business (SBU) Level Strategies
- Diversification and Corporate Restructuring, Mergers and Acquisitions
- Digital and Internet-related Strategies, International Strategies

**Level of Course**
Master’s, Advanced

**Readings**

**Teaching Methods**
Lectures, case method instruction focused on application of strategic analysis and techniques, 2 major projects: a Group Case Analysis and a Group Field Study Strategic Audit.

**Assessment Methods**
Case study analysis, presentation (2 individual, 2 groups), class participation

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**BUS 649 Internship**

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<td>ECTS-Credits:</td>
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**Lecturer**
Supervision by Dean/Assistant Dean of the School of Business Administration

**Learning Outcomes**
Upon successful completion of this course, students will be able to:
- Demonstrate practical professional experience that is relevant to the discipline and practice of Business and Law
- Use the knowledge and skills maintained in the program in the real professional environment
- Comprehend the links between theory and practical application of the concepts and describe it

**Prerequisites**
Approval of the Dean/Assistant Dean of the School of Business Administration

**Course Contents**
This course is specifically designed work experience in a business organization. The course requires that the position include significant learning tasks not previously acquired in other positions. Written reports and/or assigned readings must be undertaken. The course is for third-year or fourth-year students only.

**Level of Course**
Masters’s

**Readings**
N/A

**Teaching Methods**
N/A

**Assessment Methods**
Final paper, reports from work, evaluation by a supervisor
CIS 161 Computer Information Systems

Course code: CIS 161
Semester: 1 or 2
Year of Study: 1
Course Type: GEC
Hours p. week: 3
ECTS-Credits: 6

Lecturer
Pramod Dasan, MSc., MBA
Doc. RNDr. Vladislav Kuboň, Ph.D.
Jeff Medeiros, MBA
RNDr. David Obdržálek

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Comprehend and have a clear understanding of current and future developments in IT
- Understand the Computer Architecture – Processing, Memory, Input and Output computer representation
- Understand high level overview of Operating systems & Software Development
- Understand various type of computer networks
- Understand concept of e-Business Application, Business Intelligence.
- Work with Word Processor – text formatting, working with tables, spell checks & page formatting.
- Work with Spread Sheets – formulas, sorting, filtering, Pivot tables, graphs, what if analysis
- Work with Presentation – basic presentation, managing presentation, customizing presentation

Prerequisites
None

Course Contents
The purpose of the course is to introduce students to the basic features and uses of computer and information systems. The course will start with an introduction to the origins of computing, move into the technical foundations of computing; continue with a discussion of hardware, software, and operating systems. The bulk of the class, however, will relate to the introduction to and use of popular software applications which will be useful to you in your academic and professional careers.

Level of Course
Bachelor’s, Introductory

Readings
Laudon, Kenneth and Laudon, Jane: Management Information Systems. Prentice Hall, 2005
Two course readers composed predominantly from on-line materials (from www.howstuffworks.org) by Vladislav Kuboň

Teaching Methods
Lectures and hands-on exercises

Assessment Methods
Midterm exam, final exam, homework assignments, project presentation

CIS 261 Business Information Systems

Course code: CIS 261
Semester: 1 or 2
Year of Study: 2
Course Type: required: B.A. in BA
Hours p. week: 3
ECTS-Credits: 6

Lecturer
Doc. RNDr. Vladislav Kuboň, Ph.D.

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Comprehend and have a clear understanding of the differences between data and information, spreadsheets and databases, traditional file systems and modern DBMS
- Understand how business information systems work, why they are necessary in today’s business and what profits they can bring if used in a correct and effective way
- Understand the social and ethical issues related to the use of IS
- Design and implement a simple database in MS Office Base or Microsoft Access
- Understand the security threats of modern IT
- Understand methods of data capture, data validation and data protection.

**Prerequisites**

CIS 161

**Course Contents**

This course requires a basic familiarity with personal computers from the point of view of a user. It will provide the students with knowledge about how business information systems work, why they are necessary in today’s business and what profits they can bring if used in a correct and effective way. The course will consist of two parts, theoretical and practical. The theoretical part will provide the background for some practical experiments with office automation software.

**Level of Course**

Bachelor’s, Intermediate

**Readings**

**Required Materials**

- Slides used in the classroom (Available on Google Apps)
- DFD tutorial (Available in Google Apps)
- BIS study help (Available in Google Apps)

**Recommended Materials**

- Flowcharting tutorial (Available in Google Apps)
- An article about RFID (Available in Google Apps)
- MS Access tutorial (Available in Google Apps)

**Teaching Methods**

Lectures and hands-on exercises

**Assessment Methods**

Midterm exam, final exam, homework assignments

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**COM 099 Pre-Composition**

**Course code:** COM 099

Semester: N/A

Year of study: N/A

Course type: preparatory

Hours p. week: 3

ECTS credits: 0

**Lecturer**

Karen Grunow, Ph.D.

**Learning Outcomes**

See the course contents

**Prerequisites**

None

**Course Contents**

The course is designed to improve students’ writing ability in preparation for university studies. It is a non-credit prerequisite for COM 101. The course focuses on engaging in writing as a process; awareness of audience, purpose and style; understanding of structure, cohesion and coherence at all levels of writing and across a variety genres of academic writing. Academic writing conventions and English grammar and usage are also reviewed.

**Level of Course**

N/A

**Readings**

Will be assigned in the classroom

**Teaching Methods**

Lecture, practice

**Assessment Methods**

TBA
**COM 101 Composition I**

**Course code:** COM 101

<table>
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<tr>
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<th>Semester:</th>
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<tbody>
<tr>
<td>Ivan Gutierrez, M.A.</td>
<td>1</td>
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<tr>
<td>Daniel Padolsky, M.A.</td>
<td></td>
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<tr>
<td>Stephan Delbos, M.A.</td>
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<tr>
<td>Mgr. Emily Thomson</td>
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</table>

**Learning Outcomes**

Upon successful completion of this course, students will be able to:
- Demonstrate developed and improved essential writing skills
- Get a firm grasp of the mechanics of English grammar and usage
- Write the essays and reports that form a major part of study

**Prerequisites**

None

**Course Contents**

The aim of this course is to improve students’ writing skills in English and to prepare them for more demanding writing assignments they will encounter throughout their university career.

The course will focus on the essay form, but will also explore other styles of creative and technical writing. Example essays will be discussed in class and students will work on all aspects of the writing process, from brainstorming to final editing. An emphasis will be placed on organization and use of English, and students will do grammar exercises and activities in every session, as well as in-class writing.

**Level of Course**

Bachelor’s, Introductory

**Readings**


**Teaching Methods**

Lectures, discussions

**Assessment Methods**

Short writing assignments, quizzes, final paper

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**COM 102 Composition II**

**Course code:** COM 102

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<th>Semester:</th>
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<tbody>
<tr>
<td>Tony Ozuna, M.A.</td>
<td>2</td>
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<tr>
<td>Ivan Gutierrez, M.A.</td>
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<tr>
<td>Stephan Delbos, M.A.</td>
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<td>GEC</td>
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**Learning Outcomes**

Upon successful completion of this course, students will be able to:
- Comprehend and have a clear understanding of the concept of a research paper
- Understand and analyze given text and outside sources
- Develop the skills to write a research paper
- Gain the ability to formulate a thesis
- Write with clarity, revise and edit
- Find useful sources to defend your argument

**Prerequisites**

Composition I
Course Contents
This second part of the Composition curriculum builds upon what has been covered in COM 101 and concentrates on improving writing style and helping students develop the skills required to produce an academic research paper. These skills include summary writing, critical reading, note taking, library research, field research, working with primary and secondary sources, bibliographical techniques, finding a topic and organizing formal writing.

Level of Course
Bachelor’s, Introductory

Readings

Teaching Methods
Lectures, group work, discussions

Assessment Methods
3 short essays, presentations, final essay

COM 110 Public Speaking

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Lecturer
Mary Angiolillo, Ph.D.

Learning Outcomes
Upon successful completion of this course, the students will be able to:
- Apply the exercises for freeing the voice for better projection and resonance
- Demonstrate the basics for effective contact with a group of listeners
- Practice organizational patterns for types of presentations, particularly those to inform, to demonstrate and to persuade
- Gain confidence as a speaker through practice and knowledge of tools for effective presentations
- Understand various positive and negative roles one can play in group communication.

Prerequisites
None

Course Contents
The communication process, listening, impromptu speeches; freeing the voice and body, listening, outlining; personal experience speech; organizational patterns, beginning and ending speeches; delivering another person’s speech from an outline; informative speech; persuasive speaking, appeals, Maslow’s hierarchy of needs; audience analysis, reasoning with evidence and argument, Monroe pattern for persuasion; effective communication in groups.

Level of Course
Bachelor’s, Introductory

Readings
Additional material distributed in class

Teaching Methods
Lectures, discussions

Assessment Methods
2 short tests, 2 minor speeches, 3 major speeches.
## COM 200 Introduction to Mass Communication

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<tr>
<th>Course code:</th>
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<tbody>
<tr>
<td>Lecturer</td>
<td>Tzu Yi Hsu, Ph.D.</td>
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<td>required/opt.: B.A. in HSC</td>
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### Learning Outcomes
Upon successful completion of this course, students will be able to:
- Understand structures and practices of mass communication
- Have an awareness of the social, political, cultural, and economic factors that affect the production and reception of media messages
- Use the tools to analyze media messages
- Critically engage with the media around them

### Prerequisites
None

### Course Contents
History of media technologies, the economics of media, making the news, alternative media, advertising in society, ideology, the public, activism, and media, media effects, the emerging global order.

### Level of Course
Bachelor’s, Introductory

### Readings

### Teaching Methods
Lectures, discussions

### Assessment Methods
Presentation, essay, mid-term exam, final exam

## COM 201 Intercultural Communication

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<th>Course code:</th>
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<tbody>
<tr>
<td>Lecturer</td>
<td>Prof. Eva Eckert, Ph.D.</td>
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### Learning Outcomes
Upon successful completion of this course, students will be able to:
- Comprehend the concepts of communication, culture and language from diverse theoretical perspectives, studied their interconnection and application in various language cultures;
- Analyze key reading on ICC;
- Explore, questioned and compared ICC concepts relevant to social networking, negotiation, politeness strategies and social rituals of diverse traditions;
- Assess the concepts of migration, race and ethnicity, majority vs. minorities, equality vs. social exclusion as social forces complicating traditional sociocultural landscapes;
- Present a research thesis: explain an ICC dilemma or issue and proposed a resolution;
- Collect and evaluated data from speakers’ interactions, behaviors and conflicts;
- Write a research paper.

Prerequisites
None

Course Contents
INTERCULTURAL COMMUNICATION is an intermediate course that examines the interaction of culture, communication and language; leads you to investigate social channels and factors supporting or preventing communication; studies cultural diversity of networks in which speakers use language in their families, villages, immigrant communities, and professional and political groupings; tracks language borders marking gender, age, motivation, social status, class, ethnicity and race; and investigates trends of migration, globalization and language shift.

Level of Course
Bachelor’s, Intermediate

Readings
Bloomer, Griffiths and Merrison (eds.). Language in Use: A Reader. Routledge, 2011

Teaching Methods
Seminar presentations and discussion

Assessment Methods
Attendance, class preparation and participation, portfolio, project

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**COM 220 Language Policy**

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<th>Course code:</th>
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Lecturer
Prof. Eva Eckert, Ph.D.

Learning Outcomes
Upon completion of the course, students will be able to:
- Discover the interrelation of public policy and social and political status of language;
- Review problems and ways to resolve them through the application of language policy, incl. precedents and cases of specific language policies throughout the world;
- Differentiate between issues of local language management and global language policy;
- Evaluate ongoing processes of setting up official, national and standard languages in regions of political and social strife, and issues related to national hierarchy, ethnic exclusion et al.
- Collect and analyze data of ongoing policy negotiations.

Prerequisites
None

Course Contents
Language Policy examines the interaction of politics, management and language; investigates the status of official or standard languages vs. those of migrants and ethnic minorities; studies conflicts of dominant and dominated speakers; follows EU Charter for Minority Languages and its application throughout Europe; investigates human rights of migrants and ethnic minorities with respect to mother languages; tackles local policies and issues of political correctness with respect to linguistic and cultural diversity of gender, age, class, ethnicity and race.
Level of Course
Bachelor’s, Intermediate

Readings
Austin, P. and J. Sallabank (eds.). The Cambridge Handbook of Endangered Languages. 2011

Teaching Methods
Lectures, discussions

Assessment Methods
Mid-term exam, final exam

COM 302 Public Relations & The Media

Course code: COM 302

Lecturer
DeAnna DeRosa, M.S., D.P.A.

Semester: 2
Year of study: 1
Course type: elective; B.A. in JC
Hours p. week: 3
ECTS credits: 6

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Understand and define public relations and its purpose
- Understand and apply the four-step public relations process (research, action plan/program planning, communication tactics/implementation plan and evaluation)
- Understand some of the legal and ethical concerns of public relations practitioners by analysing case studies
- Define career opportunities in public relations
- Explain how public relations practitioners influence and interact with their publics, including the media
- Define the difference between public relations, journalism, advertising and marketing
- Design a public relations campaign promotion a product or company
- Identify and problem solve in the following PR areas: product (or consumer PR), financial PR, crisis communications.
- Demonstrate critical thinking skills
- Participate in group work while making individual decisions (particularly in ethical dilemmas).

Prerequisites
COM 200

Course Contents
What is Public Relations?; Careers in Public Relations; Managing Competition and Conflict; Growth of a Profession; Today’s Practice; Research and Campaign Planning; Communication and Measurement; Persuasion and Public Opinion; Ethics and the Law; Reaching Diverse Audiences; The Internet and Social Media; Public Relations Tactics.

Level of Course
Bachelor’s, Advanced

Readings

Teaching Methods
Lectures, discussions
Assessment Methods
Exam, class participation, project

<table>
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<td>B.A. in JC</td>
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<tr>
<td>Hours p. week:</td>
<td>3</td>
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<td>ECTS credits:</td>
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**COM 351 Creative Writing**

**Lecturer**
Stephan Delbos, M.A
Joe Sherman, M.B.A.

**Learning Outcomes**
Upon successful completion of this course the students will be able to:
- Better understand creative writing techniques and how to put them to work in a variety of forms
- Demonstrate understanding and improved writing skills, along with the ability to penetrate and portray a place - Prague - more deeply.

**Prerequisites**
None

**Course Contents**
Let us distill this magic into prose and verse, making the course a creative celebration - or damnation, as the case may be - of Prague. My primary form is creative nonfiction, and so I encourage travel essays, personal essays, and off-the-wall essays about Prague. But I also encourage - and have lately been writing - poetry about the city from my expat American’s viewpoint (I’ve written some trilingual poetry set in Prague, and would encourage you to try such experiments). And I encourage fiction and drama experiments set in or somehow related to Prague. Finally, I welcome work in the new realm of digital creative writing, and for this we’ll have the guidance of our guest lecturer Zuzana Husarova, a 2011 Slovak Fulbright Scholar of digital creative writing.

Of course before celebration comes hard work, and I am known for working would-be writers in order to hone their skills. You’ll write two pieces and have them reviewed in peer workshops, along with rewrites. Also, I want you to keep a journal of your writing during this course, which will include short written responses to reading assignments during the first half of the course.

**Level of Course**
Bachelor’s, Advanced

**Readings**
Additional materials posted on course website, to be announced.

**Teaching Methods**
Lectures, discussions, writing exercises, workshops

**Assessment Methods**
Exam, class participation

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<th>Course code:</th>
<th>COM 380</th>
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<td>reg./opt.: B.A. in HSC, PS elective: B.A. in JC</td>
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<td>ECTS credits:</td>
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</table>

**COM 380 Language & Power**

**Lecturer**
Prof. Eva Eckert, Ph.D.

**Learning Outcomes**
Upon successful completion of the course, students will be able to:
- Demonstrate gained insight into the human culture, language and mind
- Defined core concepts and questions
- Identified sound types, brain organization for language, relevant components of anatomy
- Compared and comprehend the logic of sounds and grammars across languages
Anglo-americká vysoká škola / Anglo-American University

- Collected and analyze data on children, multilinguals, etc.
- Researched a topic, present it in class and write up a research paper.

**Prerequisites**
None

**Course Contents**
Language and power form a symbiosis that has been forever explored and debated by philosophers, poets and linguists. Power shapes languages and languages generate power. Language defines humanity and represents its unique communication system. But its true power lies in transferring information, constructing histories, cultures and identities, setting up networks, channeling emotions and defining esthetics. Language has power over us, and we succumb to its rules. Language is exploited in politics, media and advertising to manipulate and control. Living in and using language presupposes social and emotional engagement. Language and Power analyzes essays on language, power and violence by thinkers such as Orwell, Žižek, Chomsky and others, and dwells on questions such as: Do all humans have “language”? Are those with writing more powerful than those without it? Do we all have the right to speak a maternal tongue and form a community around it? Are multilinguals more powerful than monolinguals? For a language to become powerful does it depend on social management? Et al.

**Level of Course**
Bachelor’s, Advanced/ Master’s

**Readings**
*Language Files*. Ohio State University Press, 10th edition, 2007
Orwell, G. *Politics and the English Language*. 1st ed. 1946

**Supporting Materials**
Video In Search of the First Language, Let There Be Words
Video series The Story of English, Do you Speak "American"?
http://www.youtube.com/watch?v=W68VaOuY6ew&feature=related
http://www.youtube.com/watch?v=kawGakdNoT0
Slavoj Zizek, What Happened in Kosovo: http://www.youtube.com/watch
Colbertnation.com/july-29-2008/the-word---honest-belief

**Teaching Methods**
Seminar, discussions, video

**Assessment Methods**
Tests, research paper, semester project

**COM 581 Studies in Language & Society**

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<th>Course code:</th>
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**Lecturer**
Prof. Eva Eckert, Ph.D.

**Learning Outcomes**
Upon successful completion of this course, students will be able to:
- Analyze problems and conflicts related to the course topics
- Identify factors relevant to investigation of cases and situations
- Collect and analyze primary data
- Understand and apply qualitative research methods based in structured interviews, participant observation, group surveys, questionnaires etc.
- Choose and/or design an investigation strategy and research method
- Analyze and interpret statistical data (such as population census)

**Prerequisites**
None

**Course Contents**
The course offers an examination of published case studies on language, society, culture and communication and research methods applied in respective cases. It leads students to analyzing relevant factors involved in particular cases, identifying relevant factors determining the setup and direction of one’s research, studying comparable situations in need of investigation and applying outcomes of the analyses to personal research during the semester and M.A. thesis. Students are guided individually through projects, data organization and presentation, and involved in peer evaluation.

**Level of Course**
Master’s

**Readings**

**Required reading:**

**Recommended reading:**

**Teaching Methods**
Lecture, discussion

**Assessment Methods**
Mid-term and Final Exam

<table>
<thead>
<tr>
<th>CZE 100 Elementary Czech Language &amp; Culture</th>
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<td><strong>Course code:</strong> CZE 100</td>
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<td><strong>Semester:</strong> 1 or 2</td>
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<td><strong>Year of study:</strong> 1, 2 or 3</td>
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<tr>
<td><strong>Course type:</strong> elective: offered by SH&amp;SS</td>
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<td><strong>Hours p. week:</strong> 3</td>
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<td><strong>ECTS credits:</strong> 6</td>
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Learning Outcomes
Upon successful completion of this course, students will be able to:
- Comprehend and master basic communicative strategies of Czech speakers
- Demonstrate developed elementary speaking, reading and listening skills to deal with any foreign language
- Comprehend the sounds of a new language and their patterns
- Engage in elementary conversations, i.e., ask questions, give commands, seek information and describe the surroundings
- Use lexical supply focused on the description of self and the immediate environment, and topics relevant to student life, studying abroad and life in the city
- Compare the characteristics of the Czech and English cultural universe
- Outline the key events of Czech history and politics

Prerequisites
None

Course Contents
This course aims at stimulating students to interact in a new language with Czech cultural environment, and develop their own path through the Czech linguistic landscape. The course introduces relevant topics of Czech Studies and explores Czech culture, arts and linguistic legacy in relevant cultural, historical, and theoretical contexts. The course is a journey into the Czech cultural universe shaped by history, mind concepts and traditions. It includes field trips (investigating Czech language landscape of Prague) and films by Czech directors.

Level of Course
Bachelor’s, Intermediate

Readings
Required Readings:
Holá Lída and Bořová Pavla. Čeština Expres. Akropolis.

Recommended Readings:

online:
http://www.radio.cz/english/
http://www.myczchrepublic.com/czech_culture/czech_cuisine.html

Teaching Methods
Listening, reading and speaking practice, discussion,

Assessment Methods
Attendance and class preparation, incl. written homework, presentation, Quizzes, Traveler’s journal, Midterm and Final Tests

CZE 101  Elementary Czech

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<th>Course code:</th>
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Lecturer
Mgr. Slavěna Brownová, M.A.
Mgr. Marek Columby
Mgr. Ivana Štěpánková
Mgr. Hana Waissarová, Ph.D.

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Develop an essential understanding and usage of the Czech language
- Acquire the correct pronunciation of Czech, mastering basic communication skills in various areas of language interaction (social Czech, prices/shopping, ordering drinks and food, asking directions, etc., and presenting the language as a rich cultural heritage
- Distinguish Czech grammar structure in use, as well as its characteristic features in relation to other Slavonic languages, referring to other Indo-European languages
- Learn several Czech folk songs and a field trip will be organized.

Prerequisites
None

Course Contents
Czech cases - nominative, genitive, dative, accusative, vocative, locative, instrumental

Level of Course
Bachelor’s, Introductory

Readings
Various supplementary materials and texts

Teaching Methods
Lectures, discussions

Assessment Methods
Class participation and presentation, mid-term, final test

ECO 105 Introduction to Economic Thought

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<tr>
<th>Course code:</th>
<th>ECO 105</th>
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<td>Semester:</td>
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<td>Course Type:</td>
<td>required: B.A. in PS, HSC, JEW, JC</td>
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<tr>
<td>req./opt.:</td>
<td>B.A. in VAS</td>
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Learning Outcomes
Upon successful completion of this course, students will:
- Be aware of the history of economic ideas
- Have an insight into fundamentals of microeconomics and macroeconomics
- Be able comprehend economic concepts and how the markets work

Prerequisites
None

Course Contents
This course covers the ideas of major economists from Smith and Malthus through 20th Century theorists. The material will illustrate major themes in Economics from the operation of Markets through Macroeconomic theories of modern economies. Students should gain both a basic understanding of market economics and a view of economics as a method of analysis which provides insights into the behavior of individuals, markets and national economies.

Level of Course
Bachelor’s, Introductory

Readings
Keynes, J.M. Economic Consequences of the Peace, 1919.

Teaching Methods
Lectures, discussions, applications of theory to real-world problems

Assessment Methods
Final exam, written essay, homework assignments
Learning Outcomes
Upon successful completion of this course, students will be able to:
- Discuss and analyze macroeconomic events using standard economic concepts such as demand and supply;
- Determine nominal and real GDP; Connect fluctuations in inflation, unemployment and economic growth;
- Identify the categories of national income accounting;
- Understand the goals, tools and limitations of fiscal and monetary policies;
- Understand the basic working of financial markets; understand the role of private finance in public debt markets;
- Realize the international linkages between economies
- Understand the main macroeconomic statistics, be able to work with the data and produce simple macroeconomic analyses.
- Understand explanations of the current economic crisis
- Realize the existence of different historical schools of economic thought and the differences between them – namely to recognize the basic differences between Classical, Neo-Classical and Monetarist theories.

Prerequisites
None

Course Contents
An introduction to macroeconomic theory. This course employs standard macroeconomic approaches and looks at the economy as a whole to gain an understanding of how it works. The course introduces the main macroeconomics concepts and topics: GDP, economic growth, national income, unemployment, inflation, the role of government, fiscal policy, the role of central banks and monetary policy, international monetary arrangements, bubbles and crashes. Students will learn why some countries are rich while others are not, what causes the unemployment or what the effects of inflation are. In addition, the course includes research concerning capitalist economies since the recent world-wide economic crash.

Level of Course
Bachelor’s, Bachelor’s, Introductory

Readings
ECO 120  Introduction to Microeconomics

Course code: ECO 120
Semester: 1
Year of Study: 1
Course Type: GEC
Hours p. week: 3
ECTS-Credits: 6

**Lecturer**
Miroslav Svoboda, Ph.D.
Robert Ellmann, J.D., M.Phil.
Jiří Lahvička, Ph.D.

**Learning Outcomes**
Upon successful completion of this course, students will be able to:
- Have a clear understanding of the necessary terminology as consumer, producer, market, prices, regulations, taxes, externalities etc.;
- Comprehend the basic concepts of economic thinking as benefits, costs, market interactions, consumption, production, competition, demand, supply;
- Understand and analyze simple models describing the market environment and the behavior of its agents, for example: demand and supply diagram (in all basic market;
- models as perfect competition, monopoly etc.), production possibility frontier and strategic interactions (games);
- Place the studied concepts in the context of real life situations, analyze social interactions and phenomena by application of above mentioned tools;
- Understand effects of microeconomic policies on the market outcomes, including welfare considerations.

**Prerequisites**
None

**Course Contents**
A basic introduction to microeconomic theory. This course explores those theories that explain in detail how an economy works. It introduces supply and demand, the firm, price theory, production and cost, with an application of these and other relevant theories to problems in the market economy. In this course, we will study different types of market structure, different kinds of firms’ reaction to customers’ demand and competitors’ strategy and government interventions. Special attention will be devoted to game theory and strategic interactions. All the concepts will be applied on real life examples.

**Level of Course**
Bachelor’s, Introductory

**Readings**
Mankiw, Gregory N. *Principles of Microeconomics*. South-Western Pub., 7th Edition 2014, (Editions after 2008 can be used)
Nicholson, W., Snyder, C. *Microeconomic theory: basic principles and extension*. Mason, OH: Cengage Learning; 11th edition, 2012 (older editions can be used)

**Teaching Methods**
Lectures, discussions, applications of theory to real-world problems

**Assessment Methods**
Midterm exam, final exam, homework assignments and quizzes

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ECO 300  International Economics

Course code: ECO 300
Semester: 1 or 2
Year of Study: 2 or 3
Course Type: req./opt.: B.A.
Hours p. week: 3
ECTS-Credits: 6

**Lecturer**
Pavla Vozárová, Ph.D.
Learning Outcomes
Upon successful completion of this course, students will be able to:
- Understand the theoretical as well as practical aspects of international trade, international finance and international economics
- Describe what international trade policy is
- Identify the role of regional economic integrations
- Comprehend basic international trade models and links to international finance
- Link the theoretical concepts of international trade to empirical evidence
- Identify key issues in trade policy of different countries and communicate it to the audience
- Analyze and present data on functioning of economics in the globalized world
- Analyze the benefits and costs of trade barriers and regulations using standard economic tools, present and defend the arguments.

Prerequisites
ECO 110, ECO 120

Course Contents
This course applies principles of economics to the functioning of international markets. Part one of the course examines reasons for, and consequences of, international trade. We will also analyze the effects of policies and regulations on the economy. Part two focuses on international finance, basic open economy macroeconomics, global finances and foreign exchange and their effects on national economies. We will also examine domestic economic policy in the context of globalized markets.

Level of Course
Bachelor’s, Intermediate

Readings
Required reading:
Mankiw, Gregory N. Principles of Microeconomics. South-Western Pub., 7th Edition 2014, (Editions after 2008 can be used)
Research articles, handouts and other supporting materials will be provided through the course webpage.

Recommended reading:

Teaching Methods
Lecture, case study, practical examples based on theories, in-class discussion, students’ short presentations

Assessment Methods
Midterm exam, final exam, homework assignments

ECO 320 EU Market and Business Policies

Course code: ECO 320
Semester: 1 or 2
Year of Study: 2 or 3
Course Type: elective: B.A. in BA
Hours p. week: 3
ECTS-Credits: 6

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Understand European Economic Integration and the institutional structure of the European Union
- Develop familiarity with the most important market related and market based EU policies
- Identify and solve problems related to these policies in the business policies and strategies. To be able to analyze case studies where these particular policies are relevant
- Present the results of one’s own analysis and defend the position using the standard terminology.

Prerequisites
ECO 110, ECO 120
Course Contents
The course aims at presenting market related policies of the European Union (EU) and their impact on business companies. The course will be divided into two parts. The first will familiarize students with the main institutions of EU, whereas the second will focus on EU market and on the business-related policies of EU (i.e., labor market policy, financial market regulation, competition policy and state aid).

Level of Course
Bachelor’s, Intermediate

Readings
Required readings:

Recommended reading:

Teaching Methods
Lectures, readings, discussion, case study

Assessment Methods
Midterm exam, final exam, homework, quizzes

ECTO 341 Games People Play in Business

Lecturer
Ing. Marek Hudík, Ph.D.

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Analyze strategic situations using game-theoretic tools
- Make better decisions
- Manipulate conditions to get desired outcomes
- Better interpret information presented in media.

Prerequisites
ECO 120, MTH 111

Course Contents
This course provides the student with the basic toolset of a modern approach to analyze strategic interactions, called game theory. The covered material includes situations in which agents decide simultaneously or sequentially, while endowed with either perfect or imperfect information. Basic game-theoretic concepts, such as Nash equilibrium, focal points, mixed strategy equilibrium, backward induction or (perfect) Bayesian equilibrium, are studied and practiced on numerous examples from business, economics and everyday life.

Level of Course
Bachelor’s Honor Class

Readings
Required reading:

The papers and book chapters that will be discussed during the sessions are as follows:

Recommended reading:
Teaching Methods
Lectures, problem solving

Assessment Methods
Midterm exam, final exam, homework, quizzes

<table>
<thead>
<tr>
<th>ECO 342 Global Energy for Business</th>
<th>Course code:</th>
<th>ECO 342</th>
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<td>Semester:</td>
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Lecturer
Robert Ellmann, J.D., M.Phil.

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Describe primary energy supply and use, innovation & trends, especially since the last quarter of the nineteenth century
- Understand and analyze the complex relations between energy, economy & society research, write and present case studies involving energy or energy markets
- Understand pertinent natural science theories
- Recognize the scientific and market challenges faced by energy industries
- Identify major global energy externalities and sustainability issues and critiques of the same.

Prerequisites
ECO 120, MTH 111

Course Contents
The long term trends and milestones in the history of energy revolve around innovations in energy extraction, transportation, conversion, generation, transmission and consumption. These various domains are presented in conjunction with pertinent economic, public policy, scientific and environmental pressures which have at different times and to differing extents affected their evolution. Lectures will emphasize energy trends, crucial technical innovations, the changing resource base, the rise of electricity, the trade in energy commodities, energy economics, forecasting, demand trends, safety and ecological sustainability. This content will be complemented with the expertise of guest speakers from industry and academe, and audiovisual presentations.

Level of Course
Bachelor’s Honor Class

Readings
Required Materials from the list are specified in the schedule. The rest is recommended.

Feely, R., Sabine, C. and V. Fabry. Carbon dioxide and our ocean legacy. Pew Charitable Trust, 2006
B. Fawley, L. Juvenal & I. Petrella (2012): When oil prices jump, is speculation to blame? St. Louis Fed. Please see:
http://www.stlouisfed.org/publications/re/articles/?id=2232
Natural Resources Canada (2010): Review of issues affecting the price of crude oil. Please see:
Intergovernmental Panel on Climate Change (IPCC) (2007): Summary for policymakers. Please see:
Anglo-Americká vysoká škola / Anglo-American University


Teaching Methods
Lectures, problem solving

Assessment Methods
Midterm exam, final exam, homework, quizzes

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<thead>
<tr>
<th>ECO 500 International Trade</th>
<th>Course code: ECO 500</th>
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<tr>
<td><strong>Course Type:</strong></td>
<td>required: M.A. in MABLIM, elective: M.A. in IRD</td>
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Learning Outcomes
Upon successful completion of this course, students will be able to:

- Describe what international trade policy is about;
- Identify the role of regional economic integrations;
- Comprehend basic international trade models and links to international finance;
- Link the theoretical concepts of international trade to empirical evidence;
- Identify key issues in trade policy of different countries and communicate it to the audience;
- Interpret relevant data.

Prerequisites
None

Course Contents
This course introduces students to international trade in the broader framework of international economics. The treatments of trade theory and trade policy are balanced to give the student the necessary understanding of fundamental topics: the gains from trade, the pattern and volume of trade, the role of institutions and the link of international trade and international finance. It is centered in the treatment of all basic topics of international trade policy – its instruments, political economy, trade policy in developing countries and controversies in trade policy, especially in the context of the European Union. It gives basic survey of international trade theory.

Level of Course
Master’s

Readings
Required reading:

**Recommended reading:**

**Teaching Methods**
Lecture, discussion, case analysis

**Assessment Methods**
Presentation in class, research project

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**ECO 543 Economic Aspects of Globalization**

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<th>Course code:</th>
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**Lecturer**
Mgr. Ing. Pavla Vozárová, Ph.D.

**Learning Outcomes**
Upon successful completion of this course, students will be able to:
- Understand the evolution of economic globalization, its causes and its impacts
- Comprehend what FDI is and have a clear understanding of the issues related to the activity of MNEs in the globalized economy
- Explain why MNEs may be motivated to invest abroad and analyze what implications this would have for the target country
- Place the studied concepts in the context of economic development
- Find and process information related to the topic globalization
- Give relevant arguments when discussing controversial issues related to economic globalization

**Prerequisites**
None

**Course Contents**
The course will make students understand what are the underlying forces that have restructured the global economy into how we know it to be today. It will provide a brief historical explanation of the development of international economic relations and of the growing role of foreign direct investment and multinational corporations. Then, it will explain from a microeconomic perspective the most important aspects of these two closely related phenomena.

The foreign direct investment (FDI) is an operation through which a multinational corporation (MNC) acquires a substantial control over a domestic firm in the target economy. Net investment inflows represent several percent of GDP in both developed and developing countries nowadays and sales of the biggest MNCs are larger than GDP of many developed economies.

In the course, we will clarify why companies invest abroad and what incentives are most likely to attract foreign investors. We will explain the complex relationship between FDI and international trade and we will describe the impact of FDI on less developed countries. We will explain why MNCs are accused of being too economically powerful and why NGOs fight to make them to accept the idea of corporate responsibility.

For this purpose, we will use academic papers, reports of international economic organizations, and articles from press. We will illustrate the studied concepts on elementary microeconomic models and we will evaluate them by using simple quantitative analyses.

**Level of Course**
Master’s, Advanced
**Readings**

**Required reading:**

**Recommended reading:**

**Teaching Methods**
Lecture, discussion

**Assessment Methods**
Midterm exam, final exam

**ECO 620 Political Economy of European Integration and Trade in the EU**

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<th>Course code:</th>
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<td>Semester:</td>
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<td>Course Type:</td>
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**Lecturer**
Prof. Ing. Alena Zemplinerová, CSc.

**Learning Outcomes**
The course should provide students with an understanding of integration processes in Europe and their economic aspects. The emphasis is on the functioning of the common market and the regulatory role of EU institutions. At the end of the course, the student should be able to:
- Understand the integration processes in Europe and their economic effects on the functioning of the common market
- Understand the historical development of the European integration and institutional structure of the EU
- Explain the theories and concepts behind the economic integration
- Describe policies implemented within the Common Market
- Discuss monetary and fiscal policies in the EU
- Identify current difficulties of Eurozone
- Critically asses outcomes of the EU membership and integration for businesses and thus provide students with insights useful for their future career

**Prerequisites**
ECO510, FIN510

**Course Contents**
The objective of this course is to present the process of economic integration in Europe. The course includes an introduction to the history of the European Union (EU) and its institutions. The integration theory covers customs unions, the Internal Market, competition policy, the Common Agricultural Policy
and monetary union. Towards the end of the course, current issues of the Economic and Monetary Union (EMU), financial markets regulation, the Banking Union, the Stability and Growth Pact will be discussed.

Level of Course
Master’s, Advanced

Readings

Required reading:

Recommended reading:

Teaching Methods
Interactive lecture, discussion and analysis of cases

Assessment Methods
Midterm exam, essay, final exam

**ECO 640** Organizational Theory and Design

<table>
<thead>
<tr>
<th>Course code:</th>
<th>ECO 640</th>
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<tbody>
<tr>
<td>Semester:</td>
<td>2</td>
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<tr>
<td>Year of Study:</td>
<td>1</td>
</tr>
<tr>
<td>Course Type:</td>
<td>required: MABLIM</td>
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<tr>
<td>Hours p. week:</td>
<td>3</td>
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<tr>
<td>ECTS-Credits:</td>
<td>6</td>
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</tbody>
</table>

**Lecturer**
Katarína Stehlíková, Ph.D.

**Learning Outcomes**
Upon successful completion of this course, students will be able to:
- Explain and compare various theories of firm and economic rationale for existence of organizations
- Explain and apply to specific situation the economic concepts and theories relevant for analysis of organizational design, mainly: principal-agent theory, game theory and its basic solution concepts, theory of contracts
- Explain the main characteristics of organization design (types of organization structures, decision rights, compensation/incentives, performance evaluation), its problems and relationships
- Analyze existing real-world situations and apply the theories to identify possible problematic areas; recommend and defend solutions
- Discuss the application to the theories to specific situations, such as: management of change, outsourcing, nonprofit organizations
- Present and defend own findings, in writing and orally.

**Prerequisites**
None

**Course Contents**
The course presents theory of organizations from the economic perspective, emphasizing the microeconomic viewpoint. Its aim is to motivate students to think about organizations as systems with an internal structure and design because the organizational structure, i.e., the links between the people and activities in an organization, the coordination and control mechanism that relate them, are a major
determinant of an organization's ability to achieve its desired objectives. The main topics covered throughout the course are: basic concepts and organizational theories, brief overview of the evolution of macroeconomic theories, the microeconomic theories of motivation (introduction of the principal-agent theory, contract theory), and the impact of organizational structure on the operation of a company.

**Level of Course**
Master’s, Advanced

**Readings**

*Required reading:*

*Recommended reading:*

**Teaching Methods**
Lecture, discussion

**Assessment Methods**
Midterm exam, tests, homework assignments, final exam

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### FIN 204  Money and Banking

<table>
<thead>
<tr>
<th>Course code:</th>
<th>FIN 204</th>
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<tbody>
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<td><strong>Semester:</strong></td>
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<td><strong>Year of Study:</strong></td>
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<td><strong>Course Type:</strong></td>
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<td><strong>Hours p. week:</strong></td>
<td>3</td>
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<td><strong>ECTS-Credits:</strong></td>
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</tbody>
</table>

**Lecturer**
Doc. Ing. Irena Jindřichovská, CSc.
David John Muir, M.Sc., MBA

**Learning Outcomes**
Upon successful completion of this course, students will be able to:
- Understand the basic operation of fractional reserve banking
- Understand the basic objectives of central banks and identify the instruments they use in conducting their policy
- Identify various actors in the financial market and their functions
- Discuss how financial markets operate differently in some of the major economic in the world
- Understand the operation of the interbank market and the basics of banks’ balance sheets
- Understand how companies manage risk as they operate across borders
- Understand the basics of financial market regulation and identify contemporary issues in the field.

**Prerequisites**
ECO 110, ECO 120, MTH 111

**Course Contents**
This is an introductory course on money, banking, and the financial markets. The course will focus on financial instruments and interest-rate determination; the structure and operations of banks and financial institutions; the operations, tools, and policies of central banks; and money and inflation

**Level of Course**
Bachelor’s, Intermediate

**Readings**

**Teaching Methods**
Lectures, readings, group and individual problem solving

**Assessment Methods:** Midterm exam, final exam, homework, quizzes
FIN 304 Corporate Finance

<table>
<thead>
<tr>
<th>Course code:</th>
<th>FIN 304</th>
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<td>Semester:</td>
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<td>Year of Study:</td>
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<td>3</td>
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<tr>
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<td>6</td>
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</table>

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Explain the use of financial activity and its critical role in corporate governance;
- Use any one of the decision-making tools (quantitative and qualitative) demonstrated in the course;
- Understand and be able to use cash-flow projections based upon a given set of adequate data;
- Utilize the financial press with comprehension in order to better assimilate the importance of activity in this field;
- Discuss the uses of capital markets and alternate sources of funding;
- Perform most of the functions required both manually, and with a spreadsheet.

Prerequisites
ACC 263

Course Contents
This is a Bachelor’s, introductory course on corporate finance. The course will focus on how corporations structure funds, manage internal finances, and evaluate investment projects. Other topics covered will be the time value of money, valuation of stocks and bonds, capital market theories, the cost of capital and corporate cash management.

Level of Course
Bachelor’s, Advanced

Readings
**Required reading:**

**Recommended reading:**

Teaching Methods
Lectures, discussion, case study, readings, 6 quizzes on the reading material and lectures, homework assignments

Assessment Methods
Midterm exam, homework assignments, quizzes, final exam

FIN 320 Investment Analysis and Portfolio Management

<table>
<thead>
<tr>
<th>Course code:</th>
<th>FIN 320</th>
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<tbody>
<tr>
<td>Lecturer</td>
<td>David John Muir, M.Sc., MBA</td>
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<tr>
<td>Semester:</td>
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<tr>
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<td>ECTS-Credits:</td>
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</table>

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Demonstrate an understanding of the concepts and methods of investments
- Explain the use of investment as an activity in the current financial system;
- Use any one of the decision-making models (technical, fundamental, quantitative) demonstrated in the course;
- Understand and be able to explain use of portfolio theory
- Utilize attribution analysis;
- Discuss the numerous factors which affect the investment environment;
- Perform most of the functions required both manually, and with a spreadsheet.

**Prerequisites**
ECO 110, ECO 120, ACC 233; FIN 304 highly recommended

**Course Contents**
This is an introductory course in Investment. The basics will be covered. An understanding of Corporate Finance is built upon from the outside of a company, looking at what an investor might wish to see. Portfolio theory, analytical techniques, methods of stock selection, and the nature of investments are all used to develop notions of the most recent investment techniques.

**Level of Course**
Bachelor’s Honors Class

**Readings**
**Required reading:**

**Recommended reading:**

**Teaching Methods**
Lectures (in seminar form), readings, homework and class participation

**Assessment Methods**
Midterm exam, final exam, homework assignments

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**FIN 510 International Finance**

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<tr>
<th>Course code:</th>
<th>FIN 510</th>
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<td>Semester:</td>
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**Lecturer**
Ing. Eva Hromádková, M.A.

**Learning Outcomes**
Upon successful completing this course, students will be able to understand:
- Comprehend foreign exchange regimes
- Comprehend balance-of-payments accounts of countries
- Comprehend monetary policy and central bank operations
- Interpret the international monetary system – its evolution since the 19th century and present issues
- Comprehend the theory of optimum currency areas and the operation of the eurozone
- Interpret contemporary issues: financial crisis 2008 and the sovereign debt crisis, current monetary policy problems

**Prerequisites**
None

**Course Contents**
The course provides the essentials of international finance and its financial management: national accounts and balance of payments; exchange rates and foreign exchange markets; money, interest rates and exchange rates; international financial markets and institutions; price level and exchange rates in the long run; returns and exchange rates in the short run; fixed exchange rates and interventions on foreign exchange markets; floating exchange rates; management of risk and speculation; optimal currency areas and the Euro; foreign direct investment and global capital market.

**Level of Course**
Master’s, Advanced
Readings

Required reading:
Kenen, Peter B., and Ellen E. Meade. 2003. EU Accession and the Euro: Close Together or Far Apart?

Recommended reading:

Teaching Methods
Interactive lecture

Assessment Methods
Midterm exam, essay, final exam

FIN 541 Corporate Finance in Global Environment
Course code: FIN 541
Semester: 2
Year of Study: 1
Course Type: required: MABLIM
Hours p. week: 3
ECTS-Credits: 6

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Explain the use of global financial activity and its critical role in corporate governance;
- Use any one of the decision-making tools (quantitative and qualitative) demonstrated in the course;
- Understand and be able to use international cash-flow projections based upon a given set of data and projections;
- Utilize the international financial press with comprehension in order to cull information and intelligence;
- Discuss international capital markets and alternate sources of funding including derivatives;
- Perform most of the functions required both manually, and with a spreadsheet.

Prerequisites
None

Course Contents
The course builds upon and extends the knowledge of corporate finance acquired at the bachelor's level. It emphasizes the specific features of corporate financial management in the global environment, providing the students with a framework for financial decision-making on international markets. The course covers the following topics: valuation methods, cash flow analysis, risk management, investment and financial
decision-making, financial markets and financial instruments, and corporate finance for mergers and acquisitions. The course strengthens also the theoretical knowledge of students, including the capital asset pricing model, arbitrage pricing theory, Modigliani-Miller theory, and efficient markets’ theory.

**Level of Course**
Master’s, Advanced

**Readings**

**Required Materials**

**Recommended reading:**

**Teaching Methods**
Lecture, case study method

**Assessment Methods:** Midterm exam, project, final exam

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**FIN 620 Investment Analysis & Portfolio Management**

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<th>Course code:</th>
<th>FIN 620</th>
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<td>Semester:</td>
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<td>ECTS-Credits:</td>
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</table>

**Lecturer**
David Muir, MSc., MBA

**Learning Outcomes**
Upon successful completion of this course, students will be able to:
- Explain the use of investment as an activity in the current financial system
- Use any one of the decision-making models (Technical, Fundamental, Quantitative) demonstrated in the course
- Understand and be able to explain use of portfolio theory
- Utilize attribution analysis
- Discuss the numerous factors which affect the investment environment
- Perform most of the functions required both manually, and with a spreadsheet

**Prerequisites**
FIN 510

**Course Contents**
This is an introductory course in Investment. The basics will be covered. An understanding of Corporate Finance is built upon from the outside of a company, looking at what an investor might wish to see. Portfolio theory, analytical techniques, methods of stock selection, and the nature of investments are all used to develop notions of the most recent investment techniques.

**Level of Course**
Master’s, Advanced

**Readings**
Recommended reading:

Teaching Methods
Lecture with discussions, presentation
Assessment Methods
Midterm exam, final exam

FIN 641 International Banking

Course code: FIN 641
Semester: 1
Year of Study: 2
Course Type: elective: MABLIM
Hours p. week: 3
ECTS-Credits: 6

Teaching Methods
Lecture with discussions, presentation
Assessment Methods
Midterm exam, final exam

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Understand and discuss the role of banking in society, and the nature of international banking as a global dynamic in economic activity, and have a basic understanding of the legislative regimes which govern these activities
- Comprehend the problems arising from banks and their role in the credit crisis, which is in development as the course proceeds

Prerequisites
FIN 510

Course Contents
This course is designed for the future financial professional seeking an understanding of the role of banking in international financial. Some of the key issues to be touched upon will be comparative the actual function of banks, regulatory regimes, political interference, successes and failures of banks and Islamic financial regimes. An essential part of the course will highlight the banking world pre- and post-credit crisis. The participant will come away with an understanding of the complexities of banking systems in international markets, as well as have an appreciation of the strengths and shortfalls of many of the solutions currently under discussion.

Level of Course
Master's, Advanced

Readings

Recommended reading:


Recommended reading:

**Teaching Methods**
Lecture with discussions

**Assessment Methods**
Midterm exam, essay, final exam

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**FRE 100 French I.**

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<tr>
<th>Course code:</th>
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<td>ECTS-Credits:</td>
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**Lecturer**
James Chevron

**Learning Outcomes**
Upon successful completion of this course, students will be able to:
- Comprehend the basics of French grammar, vocabulary and practice, with an attention to French culture.
- Understand and use familiar everyday expressions to satisfy needs of a basic type;
- Introduce him/herself and others and ask and answers questions about personal details;
- Interact in a simple way; speak about daily routines;
- Write a short letter or postcard to a friend.

**Prerequisites**
None

**Course Contents**
Students will learn the basics of French language based on the study of oral and written documents. These documents will emphasize specific grammar, vocabulary and phonetics. Culture of French speaking countries will also be part of the course. The course is aimed to build the foundation of vocabulary and develop basic conversational skills.

**Level of Course**
Bachelor’s, Introductory

**Readings**

**Teaching Methods**
Communicative method, interactive learning, development of skills of listening, reading, writing, talking, contextual teaching of grammar, guided conversation.

**Assessment Methods**
Quizzes, tests, oral and written final exam
### FRE 200 French II.

<table>
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<tr>
<th>Course code:</th>
<th>FRE 200</th>
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<tbody>
<tr>
<td>Lecturer:</td>
<td>James Chevron</td>
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<tr>
<td>Semester:</td>
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<td>ECTS-Credits:</td>
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**Learning Outcomes**

Upon successful completion of this course, students will be able to:
- Demonstrate intermediate knowledge of French language (vocabulary, grammar, conversation)
- Understand and use familiar everyday expressions to satisfy needs of a basic type;
- Interact in a simple way;
- Analyze and test out new grammar strategies in listening, writing and speaking; used new conversational routines;
- Arrange a meeting and go shopping;
- Describe where you live;
- Speak about past and future activities.

**Prerequisites**

French I (FRE 100) or previous knowledge of French

**Course Contents**

Course based on the development of the 4 skills (listening, reading, speaking, writing) together with thorough and in depth learning of the language. Students will learn the basics of French language based on listening for specific information. Listening and speaking skills will be developed as well as writing. Culture and civilization are part of the course. Students will learn about French-speaking countries and local customs. The course aims at delivering an all-round practical knowledge of grammar, skills, vocabulary and real-life functional language.

**Level of Course**

Bachelor’s, Introductory -Intermediate

**Readings**


**Teaching Methods**

Communicative method, simulation of real situations, of all language skills (listening, reading, writing, talking), contextual teaching of grammar, guided conversation. The students will learn to interact by the means of role-playing games and creativity exercises.

**Assessment Methods**

Quizzes, tests, oral and written final exam.

### GER 100 German I.

<table>
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<tr>
<th>Course code:</th>
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<tbody>
<tr>
<td>Lecturer:</td>
<td>Josef Ager, Ph.D.</td>
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<tr>
<td>Semester:</td>
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<td>Year of Study:</td>
<td>1 or 2</td>
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<tr>
<td>Course Type:</td>
<td>required: B.A. in JEW req./opt.: B.A. in IR elective: MABLIM</td>
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<td>Hours p. week:</td>
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<tr>
<td>ECTS-Credits:</td>
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**Learning Outcomes**

Upon successful completion of this course, students will be able to:
- Comprehend and have a clear understanding of essential grammar structures (Present Tense, Present Perfect Tense; Nominative, Accusative, Dative Case; etc.)
- Make use of a basic vocabulary to satisfy needs of various everyday situations (e.g. in the restaurant, at the station, in the shop, etc.)
- Talk about some everyday topics (e.g. interests, hobbies, family, weather, studies, etc.)
- Relate personal experiences that happened in the recent past (e.g. travels, celebrations, cultural activities, etc.)
- Create short texts that are parts of modern communication (e.g. emails, letters, invitations, etc.)
- React and interact by applying simplified language tools (e.g. telling time, giving directions, etc.).

**Prerequisites**
None

**Course Contents**
In this course students will learn the basics of German. The focus of the course is the establishment of conversational skills; by learning a simplified structure of German grammar in a clear and concise format, students will be encouraged to use the new language as often as possible. The first steps into the four language skills (listening, speaking, reading, writing) will be accompanied by an introduction to contemporary life and culture in German-speaking countries. At the end of the course students should be able to handle some essential structures of the (real-life functional) language and achieve a rough idea about the way how the German language works.

**Level of Course**
Bachelor’s, Introductory

**Readings**
Textbook "Deutsch heute", Introductory German, Moeller/Adolph/Hoecherl/Alden/Berger/Lalande II, Houghton Mifflin, Boston - New York 2010

**Teaching Methods**
The main characteristic of the course is an emphasis on establishing conversational skills. Therefore the approach adopted is based on a communicative methodology, i.e. the students should have many opportunities to speak and to practice the language. An idiom is not a sum of isolated words but a web of contextual and intentional linguistic activities. Therefore students will learn to interact by the means of role-playing games and creativity exercises. The indispensable grammar base will be acquired in a simplified form. However, the concept of systematical and continuous language learning will be realized by regular homework assignments, vocabulary quizzes, and permanent learning-by-doing training.

**Assessment Methods:** Short essay, tests, mid-term exam, final exam

<table>
<thead>
<tr>
<th>GER 200 German II.</th>
<th>Course code: GER 200</th>
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<tbody>
<tr>
<td><strong>Lecturer</strong></td>
<td>Josef Ager, Ph.D.</td>
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<td><strong>Semester:</strong></td>
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<td>req./opt.: B.A. in IR elective: B.A. in JEW, MABLIM</td>
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**Learning Outcomes**
Upon completion of this course, students will be able to:
- Comprehend and have a clear understanding of essential grammar structures (Simple Past Tense, Future Tense; Genitive Case; Present-time Subjunctive; etc.)
- Make use of an enriched vocabulary to satisfy needs of various everyday situations (e.g. making a phone call, at the doctor, in the office, etc.)
- Relate events that happened in the past or that are hypothetical (e.g. descriptions, wishes, etc.)
- Talk about general topics (e.g. health, education, professions, etc.)
- Create texts that are parts of modern communication (e.g. emails, letters, outlines, accounts, etc.)
- React and interact in a more detailed way (e.g. giving reasons).

**Prerequisites**
GER 100 or previous knowledge of German

**Course Contents**
In Elementary German II students will continue to learn the basics of German. Although the course introduces more complex grammatical concepts and is intended to enrich lexical knowledge, it focuses on the development of conversational abilities. Students will grow more confident and more proficient while using various linguistic tools enabling them to speak –although in a simplified way– about general topics.
Written assignments will support writing skills, which gradually are getting more important during the course. By understanding some aspects of contemporary German life and culture and by acquiring essential language skills students will achieve an initial knowledge of the language.

**Level of Course**
Bachelor’s, Introductory-Intermediate

**Readings**

**Teaching Methods**
The main characteristic of the course is an emphasis on establishing conversational skills. Therefore the approach adopted is based on a communicative methodology, i.e. the students should have many opportunities to speak and to practice the language. An idiom is not a sum of isolated words but a web of contextual and intentional linguistic activities. Therefore students will learn to interact by the means of role-playing games and creativity exercises. The indispensable grammar base will be acquired in a simplified form. However, the concept of systematical and continuous language learning will be realized by regular homework assignments, vocabulary quizzes, and permanent learning-by-doing training.

**Assessment Methods**
Short essay, homework, tests, mid-term exam, final exam

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**HIS 103  World History I**

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<th>Course code:</th>
<th>HIS 103</th>
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<td>Semester:</td>
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<td>Year of study:</td>
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<td>Course type:</td>
<td>required: B.A. in HSC; GEC-civ</td>
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<td>ECTS credits:</td>
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**Lecturer**
Mark A. Brandon, M.A.

**Learning Outcomes**
Upon completion of this course, the students will be able to:
- Demonstrate a general knowledge of world history (approximately 3500 BCE to 1500 CE)
- Encourage curiosity about the history of the world, its people, geography, and languages
- Express critical thinking about the interpretation of the past and the present.

**Prerequisites**
None

**Course Contents**
From Ancient Civilizations to 1500: Ancient Mesopotamia, Near East, India, China, the Greeks, the Roman Republic, the Roman Empire, rise of Christianity, end of the Roman Empire, Middle Ages in Europe, the rise and growth of Islam, Medieval Africa, S. E. Asia, China, and Japan in the Middle ages, Europe and the world by 1500.

**Level of Course**
Bachelor’s, Introductory

**Readings**

**Teaching Methods**
Lectures, discussions

**Assessment Methods**
Short essay, quizzes, mid-term exam, final exam
HIS 104 World History II

Lecturer
Mark A. Brandon, M.A.

Course code: HIS 104
Semester: 1 or 2
Year of study: 1 or 2
Course Type: required: B.A. in JC, IR req./opt.: B.A. in HSC elective: B.A. in PS; GEC-civ

Hours p. week: 3
ECTS Credits: 6

Learning Outcomes
Upon successful completion of this course, the students will be able to:
- Address the broad intellectual, political, economic, and cultural issues of the modern world
- Reflect on the survey of World History from approx. 1500 up to the present.

Prerequisites
None

Course Contents
This course will provide a general overview of world history between approximately 1500 to the End of the Cold War. The class will address the broad intellectual, political, economic, and cultural issues of the modern world.

Level of Course
Bachelor’s, Introductory

Readings

Journal of European Integration History

Teaching Methods
Lectures, discussions, reading assignments, quizzes, one short essay, two examinations

Assessment Methods
Short essay, quizzes, mid-term exam, final exam

HIS 121 European History I

Lecturer
Christofer Montoni, M.A.
William Eddleston, Ph.D.
Mark A. Brandon, M.A.

Course code: HIS 121
Semester: 2
Year of study: 1
Course type: req./opt.: B.A. in HSC; GEC-civ; elective: B.A. in PS

Hours p. week: 3
ECTS Credits: 6

Learning Outcomes
Upon successful completion of this course, the students will be able to:
- Have a clear understanding of the main contributions of the late Ancient world to the emerging early European civilization of the Middle Ages; a knowledge of the important events and personalities that shaped the history of medieval Europe, and an understanding of the development and organization of the political, religious and cultural institutions of medieval society
- Understand the difference between primary and secondary sources, and be able to work on a basic level with primary source materials
- Compare and contrast the cultural and religious worldview that shaped the medieval era.

Prerequisites
None
Course Contents
This course is a survey of the development of Europe from the Late Roman Empire to the end of the Middle Ages. In this course, we will look at the political, religious, economic, and cultural trends that together formed the medieval world, and consideration will be given to how many of these developments subsequently defined Europe to the present day. Lectures will be based mainly on primary source texts in English translation, as well as examples from art, architecture, music and literature. These primary textual and visual sources along with secondary readings from important medievalists will be the basis for short written exercises and class discussions. There will also be an excursion to the National Gallery collection of Medieval Art later in the semester.

Level of Course
Bachelor’s, Introductory

Readings

Teaching Methods
Lectures, discussions

Assessment Methods
Mid-term exam, final exam

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HIS 181 Jewish History and Culture

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<thead>
<tr>
<th>Course code:</th>
<th>HIS 181</th>
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<tr>
<td>Semester:</td>
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<td>Year of study:</td>
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<td>required: B.A. in JEW</td>
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<td>ECTS credits:</td>
<td>6</td>
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</table>

Lecturer
TBA

Learning Outcomes
Upon completion of this course, the students will be able to:
- Understand the basics of history and culture of Jews in Europe
- Interpret this topic from various regional perspectives
- Interpret the rise of racial anti-Semitism as a political ideology
- Understand the place and role of Jews in pre-1933 Europe, Students focus – among others – on identity questions, including assimilation and conversion
- Explain the history of the Holocaust as a process (discrimination, ghettoization, deportations, and annihilation).

Prerequisites
None

Course Contents
This course will closely follow Jewish (and thus also European as such) history and Culture. This course will examine Jewish history and culture from a comparative perspective, focusing on Czech lands, Kingdom of Hungary and Galicia (in a letter part of the course on newly formed Czechoslovakia, Hungary and Poland). This class will also focus on examining the rise of anti-Semitism as a political ideology and will investigate the path to destruction from the perspective of Central European Jewry. In this course, persecution of Jews will be studied along the discrimination of other national, political and other minorities (such as communists, Roma and Sinti, homosexuals, disabled etc.).

Level of Course
Bachelor’s, Introductory

Readings

**Teaching Methods**
Lecture, discussion

**Assessment Methods**
Mid-term examination, final examination

<table>
<thead>
<tr>
<th>HIS 236 The Jewish Experience in Central Europe</th>
<th>Course code: HIS 236</th>
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<tbody>
<tr>
<td>Lecturer</td>
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<tr>
<td>Ivy Helman, Ph.D.</td>
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<tr>
<td>Tereza Valny, Ph.D.</td>
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<td>req./opt.: B.A. in HSC; GEC-civ</td>
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**Learning Outcomes**
Upon completion of this course, students will be able to:
- Comprehend the Jewish history in the Czech lands from different views - legends, traditions, religion, art, philosophy and history.

**Prerequisites**
None

**Course Contents**
Jewish religion and traditions in Central Europe, history and legends, the Holocaust, Jewish philosophy, Jewish displaced persons in Allied politics, Czechoslovakia and Israel, Judaism during Communism, contemporary Central European Judaism.

**Level of Course**
Bachelor’s, Intermediate

**Readings**


**Teaching Methods**
Lectures, discussions, visits and field trips

**Assessment Methods**
Presentation, final paper

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**HIS 237 Central European History**

**Course code:** HIS 237

**Semester:** 1 or 2

**Year of study:** 2

**Course type:** required: B.A. in JEW
req./opt.: B.A. in HSC
elective: B.A. in PS

**Hours p. week:** 3

**ECTS credits:** 6

**Learning Outcomes**
Upon successful completion of this course, the students will be able to:
- Distinguish major events and trends in political, social and cultural history of Central and Eastern Europe
- Analyze the complexities and most significant phenomena of this region
- Understand the issues beyond the national framework and focus on continuity and discontinuity, and on common features and differences in history of this part of Europe.

**Prerequisites**
None

**Course Contents**
Encounters with the Roman and Byzantine Empires; early states; Christianity; the political, social and cultural transformations of the Central Europe in the Middle Ages; Humanism, Renaissance, Reformation and Counter-reformation; impact of Enlightenment, of the French Revolution and of the Napoleonic era; Central Europe in 19th C.; Central Europe from 1850 to the WWI; Central Europe in the WWI and in the inter-war period; Central Europe and the WWII; Central Europe during the Cold War; the collapse of Communism in Central Europe.

**Level of Course**
Bachelor’s, Introductory

**Readings**


**Teaching Methods**
Lectures, discussions

**Assessment Methods:** Presentation, final paper, exam

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**HIS 239 Jewish Prague**

**Course code:** HIS 239

**Semester:** 1 or 2

**Year of study:** 2 or 3

**Course type:** elective: B.A. in HSC, JC,
elective: B.A. in PS,
required: B.A. in JEW

**Hours p. week:** 3

**ECTS credits:** 6

**Lecturer**
Ivy Helman, Ph.D.
Learning Outcomes
Upon successful completion of this course, the students will be able to:
- Outline and explain the history of Jews in Prague from their arrival to today
- Analyse and access primary documentation (in translation) about Jewish Prague
- Identify the main obstacles to and primary contributions of Jews in Prague
- Name and describe Jewish Prague’s major figures, events and movements.
- Creatively capture course content in an artistic final project.

Prerequisites
None

Course Contents
The course explores Jewish life in Prague from its beginning in the tenth century to today, paying specific attention to five historical time periods: arrival in Prague, the ghetto, the Inter-War Years, the Totalitarian states (Nazis and Communism) and modern-day life. Through seminar discussions, workshops and fieldtrips, we will examine the daily lives of the average Jew as well as those of renown in each of these respective time periods. This course focuses on the religious, cultural and political legacy of Prague’s Jews in the midst of complicated and often difficult experiences of anti-Semitism.

Level of Course
Bachelor’s, Intermediate

Readings
Required reading:

Recommended reading:
Všetečka, J.; Kuděla, J. *Osudy židovské Prahy* = *Schicksale des jüdischen Prags* = *The fate of Jewish Prague* = *Destinées de Prague la juive* = *Il destino di Praga ebraica*. Praha: Grafoprint-Neubert, 1993.

**Teaching Methods**
Lecture, workshop, excursion

**Assessment Methods**
Home assignments, mid-term, final test, final project

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**HIS 270 20th Century Social History**

**Course code:** HIS 270

**Semester:** 1 or 2

**Year of study:** 2 or 3

**Course type:** B.A. in PS

**Hours p. week:** 3

**ECTS credits:** 6

**Lecturer**
William Eddleston, Ph.D.

**Learning Outcomes**
Upon successful completion of this course, the students will be able to:
- Describe the social conditions of European society of 20th Century
- Examine selected aspects of everyday life of different social groups and individuals.

**Prerequisites**
None

**Course Contents**
Social history of Europe before and during WWI, social conditions of the Nazi and Communist regimes in the interwar years, social aspects of the Cold War.

**Level of Course**
Bachelor’s, Intermediate

**Readings**

**Teaching Methods**
Lecture, discussion, use of primary sources

**Assessment Methods:**
Home assignments, mid-term, final test
**Course code:** HIS 383/583  
**Semester:** 1 or 2  
**Year of study:**  
- BA: 3, MA: 1  
**Course type:**  
- required: B.A. in PS,  
- HSC; elective: MA in IRD  
**Hours p. week:** 3  
**ECTS credits:** 6

### Learning Outcomes
Upon successful completion of this course, the students will be able to:
- Understand the development and evolution of public health policy;
- Comprehend comparative approaches to the study of disease;
- Understand theories of epidemics and historical change;
- Demonstrate the ability analyze a contemporary health crisis and its impact using the tools elaborated in the readings and lectures.
- Clearly summarize epidemic settings and articulate to peers (presentation, communication and speaking skills)
- Produce a research paper of academic quality (research and writing skills).

### Prerequisites
None

### Course Contents
This course examines the social, cultural, political and medical history of epidemic and communicable disease. The primary focus will be on the role and impact of disease in the shaping of history and public health policy. The specific topics chosen reflect diseases that have had a wide ranging impact, eventually becoming agents of change both in the regions where they broke out, as well as the wider world. The course will not be constrained by national boundaries, but rather will focus on the broader themes of historical change in which epidemic illness played a significant role, drawing on such diverse disciplines as conflict studies, environment history, demography and migration, the history of medicine, the history of ideas, and especially public policy.

### Level of Course
- Bachelor’s advanced / Master’s

### Readings

### Teaching Methods
- Lecture, discussion

### Assessment Methods
- Presentation/Participation, research paper, mid-term, final test
HIS 389/589 Race, Progress & Civilization: the Origins of the Civilization Question from Enlightenment to the Second World War

Lecturer
William Eddleston, Ph.D.

Learning Outcomes
See the course contents

Prerequisites
None

Course Contents
The Enlightenment tended to assume that human nature was similar everywhere, and that civilisations advanced according to universal material and environmental laws. From the late 18th century through to the first half of the 20th century, this universalist model was challenged by a growing belief in human difference and human inequality. Throughout the 19th century, materialist explanations of human progress based on universal developmental laws gave way to theories of human order and progress based upon racial hierarchy as the determining factor in historical development. Racial doctrines which justified slavery and imperialism also provided 19th century anthropologists, archaeologists and historians with the explanation for the rise of civilisation itself. But throughout the 19th century, such inequitable visions of progress were challenged by the continuity of the Enlightenment tradition in the form of theories of technologically-driven progress (the Danish Three Age system), universal stages of material and mental development (Darwin, Tylor and Lubbock) or economic development and class struggle (Marx and his followers).

The course centres upon the tension between theories of progress and those of degeneration. Between conceptions of the human past envisaged as a primaeval Arcadia of “Noble Savages,” and one characterised by poverty, ignorance and “nasty, brutish and short” lives. Between the rise of civilisation understood as a universal process of progression through universal stages of social, religious and economic development on one hand, and theories which saw civilisation as arising in one place and being spread to other areas – diffusionism – often through the presumed activity of “superior” racial elements.

Level of Course
Bachelor’s advanced /Master’s

Readings
Will be assigned in the classroom

Teaching Methods
Lecture, discussion

Assessment Methods
Mid-term, final test

HIS 485 / 585 Advanced Seminar on the Holocaust

Lecturer
Richard Jackson, M. A.

Course code: HIS 485

Semester: 1 or 2
Year of study: BA: 3, MA: 1
Course type: elective: B.A. in JEW, HSC, PS / M.A. in HUM
Hours p. week: 3
ECTS credits: 6
Learning Outcomes
Upon successful completion of this course, the students will be able to:
- Demonstrate grounding in the background to the Holocaust in 19th century radical exclusionary nationalism and “scientific” eugenics
- Understand course and consequences of the Holocaust
- Assess the major historiographical controversies and issues of interpretation surrounding the study of Holocaust: most notably, the functionalist vs. intentionalist debate, and questions regarding the motivation of perpetrators, and the uniqueness of the Holocaust
- Identify some of the most important primary sources, literature and films relating to the Holocaust, including survivor and perpetrator accounts and key documentaries such as Claude Lanzmann’s Shoah.
- Distinguish between the scholarship and the pseudo-scholarship of the Nazi Holocaust.

Prerequisites
HIS 122

Course Contents
Advanced Topics on the Holocaust aims to provide students with a grounding in some of the major issues concerning the Jewish Holocaust. Among the topics examined will be the intensification of European anti-Semitism in the late 19th and early 20th centuries; the growth of eugenic and pseudo-scientific racial theories during the same period; the murder of physically and mentally disabled people before the beginning of the Holocaust; the origins of the Holocaust and the scholarly debate between Functionalism and Intentionalism; the comparative history of genocide; the non-Jewish victims of the Holocaust; and Allied knowledge of the death camps and what they could or should have done to prevent the extermination of the Jews; the participation of non-German populations as perpetrators, and the extent of popular knowledge and involvement in the Holocaust.

The seminar programme will use documentaries extensively throughout the course. One seminar will be devoted to showing and discussing Claude Lanzmann’s seminal documentary Shoah. The programme will also include an on-site visit to the extermination camp of Auschwitz-Birkenau near the Polish city of Krakow. There will also be an (optional) day excursion to Theresienstadt in the Czech Republic outside of the seminar programme schedule.

Level of Course
Bachelor’s, Advanced / Master’s

Readings
Required reading:

Recommended reading:
Teaching Methods
The course is seminar-based, hence student driven. Students will be expected to do a significant amount of reading each week, to present their interpretation of the evidence and participate in discussions.

Assessment Methods
Final examination

HIS 583 Plagues & Pestilence: Disease & Historical Change – Advanced Topics in Public Policy
See HIS 383

HIS 585 Advanced Seminar on the Holocaust
See HIS 485

HIS 589 Race, Progress & Civilization: the Origins of the Civilization Question from Enlightenment to the Second World War
See HIS 389

HSS 200 European Music History and its Appreciation

<table>
<thead>
<tr>
<th>Lecturer</th>
<th>Mgr. Kateřina Vanová</th>
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Learning Outcomes
Upon successful completion of this course, students will be able to:
- Become familiar with music and society of main historical periods in East and Central Europe
- Understand the role and purpose of music in each period and recognize its major composers and compositions
- Master concert etiquette and present their improved music comprehension and appreciation through frequent in-class listening and concert visits
- Manage basic music terminology and various composition styles

Prerequisites
None

Course Contents
This course will introduce students to the world of music through listening and analysis, discussions, history context and visits of live concerts. After a brief introduction of music elements, forms and instruments, the course will provide an overview of major historical periods in East and Central Europe (Medieval, Renaissance, Baroque, Classical, Romantic and the 20th Century), and their major representatives and compositions. In-class listening and concert visits will improve students’ critical thinking as well as understanding and appreciation of music.

Level of Course
Bachelor’s, Intermediate
Readings and Listening
AAU reader; music according to the recommendations from the reader

Teaching Methods
Lectures, discussions, music listening and analysis, visits of live performances

Assessment Methods:
Midterm exam, final exam, concert reports, home works and in-class activity

**HSS 310 Folklore & Mythology**

**Course code:** HSS 310

**Semester:** 1 or 2
**Year of study:** 1, 2 or 3
**Course type:** req./opt.: B.A. in HSC
**Hours p. week:** 3
**ECTS credits:** 6

**Lecturer**
Andrew Giarelli, Ph.D.

**Learning Outcomes**
Upon successful completion of the course, students will be able to:
- Understand the definitions, categories and subcategories of folklore
- Identify and classify an example of folklore in a short descriptive essay using the terminology and classifications of folklore study
- Use the various indices and scholarly journals in the field of folklore study
- Critically examine popular conceptions regarding folklore and folklore study’s own assumptions during its long history
- Engage in focused discussion of folklore and folklore scholarship
- Make connections between folklore and other fields, including ethnic and nationalism studies
- Use a variety of scholarly research sources, including primary materials collected by folklorists, to formulate a thesis and support it in a folklore research paper.

**Prerequisites**
None

**Course Contents**
Folklore — the oral traditions of a people — informs the arts, politics, and many other areas of human endeavor. Its study is truly interdisciplinary, involving anthropology, history, literature, music, sociology, and the arts. This course will introduce students to a wide range of oral, customary and material folklore genres, and to folkloristics, the study of folklore.

**Level of Course**
Bachelor’s, Intermediate

**Readings**
Armisterad, Samuel G. “Folk Literature of the Sephardic Jews.” *University of Illinois at Urbana-Champaign.* N.D. http://www.sephardifolklit.org/
Course code: HSS 350
Semester: 1 or 2
Year of study: 3
Course type: other req.
Hours per semestr: 150
ECTS credits: 6

Learning Outcomes
Upon successful completion of the course, students will be able to apply the knowledge, skills and competences acquired in school to real working environment.

Prerequisites
3rd year of study, and approval of Dean

Course Contents
N/A

Teaching Methods
Regular meetings with the internship coordinator and the internship supervisor

Assessment Methods
Written report of the student, written report of the internship supervisor

Course code: HSS 389 / JRN 394
Semester: 1 or 2
Year of study: 2 or 3
Course type: Required: B.A. in HCS, PS, JC, JEW
Hours p. week: 3
ECTS credits: 6

Learning Outcomes
Upon successful completion of this course, the students will be able to:
- Comprehend the value of critical thinking, research and the use of sources in order to construct a well-reasoned, well informed and well supported argument
- Demonstrate developed awareness of the stylistic conventions of academic writing
- Find and critically evaluate sources and to incorporate these sources in accurate citation format
- Use the acquired and developed skills necessary to engage productively and with their advisors and to efficiently produce a Bachelor’s thesis of high academic quality.

Prerequisites
None

Course Contents
This course introduces students to the purpose, structural elements and process of writing a Bachelor’s thesis. It takes students through the stages of writing, including: determining a relevant and appropriate research question, writing a focused and clear thesis statement in response to that question, supporting that thesis theoretically and methodologically, as well as revising and editing. The course will also develop students’ awareness of the stylistic conventions of academic writing. In addition, the students will learn to
find and critically evaluate sources and to incorporate these sources in accurate citation format. Students will also come to understand the value of critical thinking, research and the use of sources in order to construct a well reasoned, well informed and well supported argument. The course is taught in a combination of lectures, class discussion, small group interaction and individual presentations. Each student will steadily lay a foundation upon which to build their thesis in cooperation their individual advisors. The ultimate goal of the course is for students to acquire and develop the skills necessary to engage productively and with their advisors and to efficiently produce a Bachelors’ thesis of high academic quality

**Level of Course**
Bachelor’s, Intermediate

**Readings**
lectures, class discussion, small group interaction and individual presentations

**Assessment Methods**
Presentation

**HSS 390  B.A. Thesis**

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<td>ECTS credits:</td>
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**Learning Outcomes**
Upon successful completion of the course, students will be able to:
- Determine a relevant and proper research question
- Determine a relevant and proper thesis statement to answer that question
- Determine the relevant theory and methodology to inform the thesis statement
- Find and properly incorporate quality resources into their argument in support of the thesis statement.
- Critically read, critically write, critically think
- Produce an overall quality foundation for research with their thesis advisor

**Prerequisites**
3rd year of study, and approval of Dean and the Thesis advisor

**Course Contents**
This course introduces the students to the components, structure, and function of a large academic work-the Bachelor’s Thesis. Through introductory lectures and structured work at the individual, small group, and class level, the students will steadily build a foundation upon which to write their theses with their individual thesis advisors. In addition to the overall thesis structure, the students will learn and practice researching with proper sources, citing those sources properly, using those sources to construct a strong and well informed argument, and defend that argument. The ultimate goal of the course is to give the students the skills-set necessary to approach and engage with their advisors at a high level in order to efficiently produce Bachelors’ Theses of high academic quality.

**Level of Course**
Bachelor’s, Advanced

**Readings**

**Teaching Methods**
Students work closely with a member of the faculty, and produce a thesis of approximately 40 pages.
**Assessment Methods**
An oral defense of the thesis to a three-person committee. The thesis, defense, and oral exam together constitute the state exam required for the bachelor’s degree.

**HSS 485 / HUM 585  Advanced Interdisciplinary Seminar in Post-Modernism**

**Course code:** HSS 485 / HUM 585

**Lecturer**
Doc. Douglas Dix, Ph.D.

**Course code:** HSS 485 / HUM 585

**Semester:** 1 or 2

**Year of study:** BA:3 / MA:1

**Course type:** req./opt.: B.A. in VAS, BA in HSC elective: BA in PS / req./opt.: MA in HUM

**Hours p. week:** 3

**ECTS credits:** 6

**Learning Outcomes**
Upon successful completion of the course, students will be able to:

- Demonstrate a comprehensive understanding of the term “postmodernism” and the various conflicts associated with its definition and application
- Demonstrate an understanding of the aesthetic (and “anti-aesthetic”) of postmodernism, and should have knowledge of a wide variety of examples of postmodernist art, literature & thought
- Demonstrate an understanding of the socio-historical, political, philosophical and scientific factors that played a role in the advent of postmodernism, and should have an understanding of how postmodernism was a reaction to postmodernity

**Prerequisites**
None

**Course Contents**
In this seminar we will be exploring the terms postmodern, postmodernity, and, especially, *postmodernism* as they have been utilized to describe certain key artistic, literary, intellectual and social currents in the mid-to-late 20th Century (and even into the 21st Century, according to some cultural historians). Given the definition and application of these terms have been (and continue to be) seriously contested, we will proceed via an inductive and chronological manner – both regarding the cultural objects we will be considering, but also in regard to the emergence of an ongoing discourse about the meaning of these terms. We will begin with a brief survey of modernism, paying particular attention to the dividing line between late modernism and early postmodernism, and then proceeding through a decade-by-decade exploration of postmodern art, literature, and thought. While the artists, critics, and thinkers we will be considering are too numerous to mention in this description, we will be reading the following writers (and considering many more): Samuel Beckett, John Barth, Jorge Luis Borges, Julio Cortázar, Alain Robbe-Grillet, Vladimir Nabokov, Thomas Pynchon, Richard Brautigan, Joan Didion, Marguerite Duras, Maurice Blanchot, John Ashbery, David Antin, and Lydia Davis.

**Level of Course**
Master’s

**Readings**

**Primary Sources:**

**Secondary Sources:**

**Teaching Methods**
Lecture, extensive reading, discussion

**Assessment Methods**
Written assignments, essay

**HSS 558 Story of Language: Empires, Languages and Global English**

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<td>req./opt.: M.A. in HUM</td>
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<td>Hours p. week:</td>
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<td>ECTS credits:</td>
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**Lecturer**
Prof. Eva Eckert, Ph.D

**Learning Outcomes**
Upon successful completion of this course, students will be able to:
- Comprehend the concept of language overlapping with that of culture, writing history, representing nations and defining the modern man
- Interpret fundamental historical breaks in the history of humanity as defined through the history languages and their families, in particular those of Europe
- Understand the historical and cultural landscape of today’s Europe as shaped by languages and words
- Understand language origin and spread
Prerequisites
None

Course Contents
The course provides an alternative view of world history as gleaned through the perspective of languages, alive and dead, dominant and powerless. Language tells the story of its speakers as they migrate, establish communities, enter into contacts with neighbors and change to satisfy the needs of its speakers. It explores the questions of shifts in power and unpredictable fates of world languages, alignments of languages with geographical and historical boundaries, invention of writing and the impact of Christianity. Indo-European migrations; Roman Empire and its colonies; Sumerian culture and writing; history of English and its rise to power; the rise of nations and national languages; classical Latin, Sanskrit, Greek and Arabic.

Level of Course
Bachelor’s, Introductory

Readings
Required reading:

Recommended reading:

Teaching Methods
Lecture

Assessment Methods
Mid-term exam, final exam

**HUM 357 Documentary Film Seminar**

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<th>Course code:</th>
<th>HUM 357</th>
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<td>B.A. in JC</td>
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<td>Hours p. week:</td>
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Lecturer
MgA. Marek Asmara

Learning Outcomes
Upon successful completion of the course, students will be able to:
- Interpret the history and contemporary vitality of non-fiction films
- Appreciate the social significance and aesthetic possibilities of the form that is considered the taproot of cinema
- Identify the distinctive development and attributes of documentary;
- Realize the range of subjects these films can address, using the largest human rights festival in Europe as a practical laboratory for writing about their topics
- Comprehend documentary’s current characteristics, as a historical chronicle, free associative essay, tester of truth, and ongoing inspiration for fiction films.

Prerequisites
None
Course Contents
This course surveys the history and contemporary vitality of non-fiction films, teaching students to appreciate the social significance and aesthetic possibilities of the form that is considered the taproot of cinema. The curriculum is divided into three sections: in the first, we identify the distinctive development and attributes of documentary; the second explores the range of subjects these films can address, using the largest human rights festival in Europe as a practical laboratory for writing about their topics, and the third outlines documentary’s current characteristics, as a historical chronicle, free associative essay, tester of truth, and ongoing inspiration for fiction films.

THE DISTINCTIONS OF DOCUMENTARY
(Origins and Definitions, Creative Choices: Technologies and Approaches, Social Effects, Modes and Experiments)
COVERING THE SUBJECTS OF DOCUMENTARY
(Writing about Documentary, Documentary and the Group, Documentary and Individual Performance, Documentary and the Body, Documentary and Memory)
DOCUMENTARY’S MODERN MUTATIONS
(Documentary as a Historical Chronicle, Documentary as a Playful Essay, Documentary Plays with Truth, Documentary Inspires Fiction)

Level of Course
Bachelor’s

Readings
Film screenings include, and are not limited to the following:
Nanook of the North (1922)
Salesman (1968)
Films by Michael Moore
Man with a Movie Camera (1929)
Triumph of the Will (1935)
Don’t Look Back (1967)
Night and Fog (1955)
The Sorrow and the Pity (1969)
Rome Open City (1945)
Flamenco (1995)

Teaching Methods
Video, discussion

Assessment Methods
Exam

HUM 438 / 538 Jews and Gypsies in Modern Europe: Reinvesting difference in the Age of Homogenization

Lecturer
Prof. Pavel Barša, Ph.D.

Learning Outcomes
Upon successful completion of the course, students will be able to:
- Comprehend the similarities and differences between the Jews and Gypsies and about what puts them apart from the conventional category of other national minorities in European nation-states
- Discuss different attitudes which prevailed in the two groups toward the processes of modernization and assimilation and different social positions that Jews and Gypsies have tended to end up in.
- Explain the connection between incomplete or failed Jewish assimilation and Jewish contribution to European modernism
Interpret the oscillation of European images of the Roma/Gypsies between romantic exoticism and racist xenophobia and grasp the current ambiguous position of the Roma/Gypsies between an underclass and national minority.

Prerequisites
None

Course Contents
The course will begin by the exposition of the concept of Mercurians which, according to Iuri Slezkine, captures shared features of Jews, Gypsies and similar groups of “service nomads” such as the Parsis in India or the Chinese in Indonesia. The contradictions of Jewish emancipation in the 19th and early 20th century and their reflections in modern social theory (e.g. K. Marx, W. Sombart, the Frankfurt School) and modernist writing (F. Kafka, M. Proust, J. Joyce) will be dealt with in the first part of the course. The second part, which will be devoted to the Gypsies, will emphasize their difference from conventionally conceived ethnic groups. Rather than on a mythical past and genealogy, Gypsies base their identity on their ability to maintain their living-together “here and now”. Their difference does not stem from specific cultural contents but rather from their ability to give a specific Gypsy twist to any cultural content which they appropriate for their own use from the surrounding societies. Not surprisingly, they share this feature with an ambivalent existence of assimilated Jews of the 19th and the first part of the 20th century.

Level of Course
Bachelor’s

Readings
Iuri Slezkine, The Jewish Century, Princeton University Press 2004
Judith Okely, Cultural Ingenuity and traveling autonomy: not copying, just choosing in: Thomas Acton, Gary Mundy (eds.): Romani culture and Gypsy identity, University of Hertfordshire Press, Hatfield 1999, pp. 188-203
Gilles Deleuze. Felix Guattari. Kafka. Toward a Minor Literature, Minneapolis: University of Minnesota Press 1986
Peter Gay, Freud, Jews and Other Germans. Masters and Victims in Modernist Culture, Oxford University Press 1978

Additional reading
Patrick Williams, Gypsy World: The Silence of the Living and the Voices of the Dead, University of Chicago, 2003

Teaching Methods
Lectures, discussions

Assessment Methods
Case study of cultural organization, presentation, final exam
HUM 450 / 550  Art and Cultural Management

**Course code:** HUM 450/550

**Semester:** 1

**Year of study:** 1 or 2

**Course type:** required:
- BA in VAS
- M.A. in HUM

**Hours p. week:** 3

**ECTS credits:** 6

**Learning Outcomes**
Upon successful completion of the course, students will be able to:
- Enhance the knowledge of the arts and culture with practical involvement in arts and cultural organization
- Integrate the best of management theory and practice in the commercial sectors with the challenges of arts and cultural institutions
- Provide the students with an abundant experience of practicing ‘art and cultural managers’.

**Prerequisites**
None

**Course Contents**
Management theory and cultural organizations (art management positions): seven cultural tracks;
Cultural strategy formation: cultural mission; process dimensions (strategic motive, evaluation, environmental research, options, S/W-analyses; strategy implementation);
Cultural leadership: leadership styles, teamwork, participation, decision making, self management, intercultural networks.

**Level of Course**
Bachelor’s Advanced / Master’s

**Readings**
Hagoort, G. Art Management Entrepreneurial Style, Utrecht 2003
Dragicevic Šesic, M. and Dragojevic, S. Arts Management in Turbulent Times, Amsterdam 2005
Strickland, A.J. and Thompson, A.A. JR. Cases in Strategic Management, Alabama 1995

**Teaching Methods**
Lectures, discussions

**Assessment Methods**
Case study of cultural organization, presentation, final exam

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HUM 458  Curatorship

**Course code:** HUM 458

**Semester:** 1

**Year of study:** 3

**Course type:** required:
- B.A. in VAS
- elective: M.A. in HUM

**Hours p. week:** 3

**ECTS credits:** 6

**Learning Outcomes**
Upon successful completion of this course, students will be able to:
- Understand major current issues and theories in art management and curatorship with emphasis on implementation (putting theory to practice)
- To analyze and critique exhibitions
- Demonstrate developed basic intermediate to advanced skills in curatorship (preparing and managing an exhibit)
- Prepare and implement a curatorial project
Prerequisites
None

Course Contents
The focus of the seminar is on the theory and practice of curatorship in art museum/gallery. Reading and discussion of selected texts will provide participants with an overview of current issues and theories of curatorship. Major part of the seminar will be devoted to analysis and critique of exhibitions. During the seminar each participant will work on development of his/her own curatorial project. The projects will be presented and jointly discussed.

Level of Course
Bachelor’s, Advanced

Readings
Greenberg, Reesa, Ferguson, Bruce and Sandy Nairne (eds.). Thinking about Exhibitions. London 1996.

Teaching Methods
Lecture, discussion, excursion

Assessment Methods
Final Project

HUM 500 Internship / Research Practicum in Humanities

Course code: HUM 500
Semester: 2
Year of study: 2
Course type: elective
Course code: M.A. in HUM
Hours p. semestr: 150
ECTS credits: 6

Learning Outcomes
Upon successful completion of the course, students will:
- Have attained relevant work experience
- Be able to apply their knowledge of theoretical and practical knowledge and skills attained throughout the program
- Be able to present on the topic of their thesis research
- Be prepared for employment in the field of humanities
- Be able to demonstrate organization and administrative skills, group cooperation and public speaking.

Prerequisites
None

Course Contents
Intern, work experience

Level of Course
Master’s

Readings
None

Teaching Methods
Professional work experience, practicum

Assessment Methods
Pass/fail
HUM 538 Jews and Gypsies in Modern Europe: Reinvesting difference in the Age of Homogenization
See HUM 438

HUM 550 Art and Cultural Management
See HUM 450

HUM 585 Advanced Interdisciplinary Seminar in Post-Modernism
See HSS 485

HUM 600 Methods in the Human Sciences: Theoretical Paradigms

Course code: HUM 600

Lecturer
Doc. Douglas S. Dix, Ph.D.

Semester: 1
Year of study: 1
Course type: required
M.A. in HUM
Hours p. week: 3
ECTS credits: 6

Learning Outcomes
Upon successful completion of the course, students will be able to:
- Demonstrate familiarity with the key theoretical paradigms used in the study of humanities and culture including biographical, historical, comparative, formalist, psychoanalytic, etc.
- Understand the following theoretical paradigms: structuralism, deconstruction, post-structuralism, the new historicism, post-colonialism, gender studies, and others.

Prerequisites
None

Course Contents
This core course will introduce students to key theoretical paradigms used in the study of the humanities and culture. Beginning with an assessment of standard philological, historical, comparative and formalist approaches, the seminar will follow a generally chronological course examining the following theoretical paradigms: structuralism, deconstruction, post-structuralism, the new historicism, post-colonialism, gender studies, and others.

Level of Course
Master’s

Readings
Required reading:
**Recommended reading:**

**Teaching Methods**
Lecture, discussion

**Assessment Methods**
Final exam

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**HUM 690  Methods in the Human Sciences: Critical Writing, Analysis & Interpretation**

<table>
<thead>
<tr>
<th>Course code:</th>
<th>HUM 690</th>
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<tbody>
<tr>
<td>Semester:</td>
<td>2</td>
</tr>
<tr>
<td>Year of study:</td>
<td>1</td>
</tr>
<tr>
<td>Course type:</td>
<td>required M.A. in HUM</td>
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<tr>
<td>Hours p. week:</td>
<td>3</td>
</tr>
<tr>
<td>ECTS credits:</td>
<td>6</td>
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</tbody>
</table>

**Lecturer**
Doc. Douglas S. Dix, Ph.D.
Doc. Clare Wallace, Ph.D.

**Learning Outcomes**
Upon successful completion of the course, students will be able to:
- Analyse and interpret cultural texts and present the results of analysis/interpretation in both oral and written forms
- Analyse the formal, intrinsic features of cultural texts, formulate interpretations based upon their analyses combined with various extrinsic theoretical paradigms, and present the consequences of their analysis/interpretation through the medium of oral presentation and a final essay.

**Prerequisites**
HUM 600

**Course Contents**
This core course will introduce students to methods of critical writing, analysis, and interpretation in the human sciences and cultural studies. Students will be introduced to a variety of interpretative and analytic essays by various scholars as exemplars, and will be required to apply several different theoretical approaches to cultural texts (literature, art, film, and media) in a practical manner.

**Level of Course**
Master’s

**Readings**

**Teaching Methods**
Lecture, discussion

**Assessment Methods**
Exam
HUM 695 Methods in the Human Sciences: Scholarly Writing and Research

Course code: HUM 695

Semester: 1
Year of study: 2
Course type: required
Hours p. week: 3
ECTS credits: 6

Lecturer
Karen Grunow-Harsta, Ph.D.
Richard T. Stock, Ph.D.

Learning Outcomes
Upon successful completion of the course, students will be able to:
- Demonstrate an understanding of the thesis as a genre
- Demonstrate an understanding of the writing process
- Identify and critically analyse the structure and content of the academic thesis
- Demonstrate the skills necessary to produce a professional and academic thesis

Prerequisites
HUM 690

Course Contents
This course is designed to prepare students to effectively write an MA thesis. Students will be given instruction on the various aspects of successful thesis writing. These include: understanding academic audience and the requirements of academic style; defining a topic and creating a strong thesis statements; understanding the relationship between form and function; developing coherence and cohesion in writing, and, finally the process of revising, editing and citation formatting.

Level of Course
Master’s

Readings
Required reading:

Recommended reading:

Teaching Methods
Seminar

Assessment Methods
Written assignment, project design
HUM 699  M.A. Thesis

Course code:  HUM 699
Course type:  required: M.A. in HUM
ECTS credits:  6

Learning Outcomes
Upon successful completion of the course, students will be able to:
- Determine a relevant and proper research question
- Determine a relevant and proper thesis statement to answer that question
- Determine the relevant theory and methodology to inform the thesis statement
- Find and properly incorporate quality resources into their argument in support of the thesis statement
  critically read, critically write, and critically think
- Produce an overall quality foundation for research with their thesis advisor

Prerequisites
Approval of Dean and thesis advisor

Course Contents
This course introduces the students to the components, structure, and function of a large academic work - the Master’s Thesis. Through lectures, seminars and structured work at the individual and small group level, and, the students steadily build a foundation upon which to write their theses with their individual thesis advisors. In addition to the overall thesis structure, the students learn and practice researching at the advanced level with proper research methods, sources, citing those sources properly, using those sources to construct a strong and well informed argument, and defend that argument. The ultimate goal of the course is to give the students the skillset necessary to approach and engage with their advisors at a high level in order to efficiently produce a Master’s Thesis of high academic quality.

Level of Course
Master’s

Readings

Required reading:

Recommended reading:

Teaching Methods
Students work closely with a member of the faculty, and produce a thesis of approximately 60 pages.

Assessment Methods
An oral defense of the thesis to a three-person committee. The thesis, defense, and oral exam together constitute the state exam required for the master’s degree.
IAEP  Intensive Academic English Program

Course code: IAEP
Semester: N/A
Year of study: N/A
Course type: preparatory
Hours p. week: 3
ECTS credits: 0

Lecturer
Dan Padolsky, M.A.
Robert Warren, M.A.

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Demonstrate how to properly discuss topics and issues in a university setting;
- Demonstrate an understanding of academic vocabulary, including the roots of words, suffixes and prefixes;
- Show knowledge of strategies and test-taking skills to successfully pass the TOEFL;
- Identify main ideas and supporting arguments of reading assignments;
- Show an understanding of the writing process;
- Know and demonstrate how to write a thesis, topic sentence, and support for both thesis and topic sentence;
- Demonstrate knowledge of some writing vocabulary;
- Write well-structured paragraphs and essays.
- Recognize and avoid plagiarism;
- Display a firm grasp of English grammar, usage and mechanics.

Prerequisites
None

Course Contents
This course is designed to develop and improve students’ English skills as readers, speakers, writers, and listeners. It is also meant to improve students’ chances of success when taking the TOEFL exam for entrance to this school. The course will be taught by lectures, reading exercises, model exams, in-class writing, and discussions. Generally, one-half of the class is spent discussing topics, writing and doing reading exercises, one-fourth practicing the TOEFL exam, and another fourth lecturing. A great deal of emphasis is placed on vocabulary improvement so that students are well-prepared to participate in the university experience.

Level of Course
N/A

Readings
Smith, Lorraine; Mare, N. N. Reading for Today Series 5: Topics for Today. Boston: Cengage Heinle.

Teaching Methods
Lectures, group work, practical exercises and discussions

Assessment Methods
Attendance and participation in class discussions and activities, Homework Assignments, Paragraph, Essay, Mid-term, TOEFL Practice Exam
**Learning Outcomes**

Upon successful completion of this course, students will be able to:

- Understand the historical relationship between the United States and the Soviet Union, particularly as it developed after 1945
- Understand the main rival schools of thought regarding the causes and development of the Cold War - the "Orthodox School," the "Revisionists," the "Post-Revisionists" and the "Post-Soviets."
- Gain an understanding of some of the more controversial topics relating to the Cold War period, such as the decision to drop the atomic bomb; whether the Soviet Union or the United States was primarily responsible for the Cold War; the Cuban missile crisis; the debates over American policy in Vietnam, etc. These scholarly controversies will be the main focus of the seminar programme
- Gain a basic acquaintance with some of the key documentary sources relating to the Cold War
- Consider the role of great power strategic and economic interests, competing ideologies (capitalism, democracy, imperialism, communism, Pan-Slavism), nationalism, ethnic conflict and anti-colonialism in shaping the Cold War conflict.

**Prerequisites**

None

**Course Contents**

The course begins by examining the uneasy alliance that developed in 1941 between the United States, Great Britain and the Soviet Union against the threat of Nazi Germany and the Axis powers. We will then trace the deterioration of this alliance after 1945 into hostile camps, and the intensification of superpower conflict in Asia during the 1950s.

The death of Stalin in 1953 brought with it some hope for a relaxation of these tensions. But by the end of the 1950s and the early 1960s, the Cold War had entered its most dangerous period, with crises in Europe and the Caribbean (the successive Berlin and Cuban Missile crises) which very nearly resulted in a nuclear conflagration.

A period of so-called détente followed in the later 60s and the 1970s. But a relaxation in tensions between the two superpowers was paradoxically characterised by an intensification of conflict on the periphery of the superpowers’ spheres of influence – in South East, the Middle East and Africa. America’s unending war in Vietnam, and the war fought between the Arab states and Israel in 1973 - almost brought the world economy to the brink of collapse in the 1970s.

The Cold War would enter another intense phase – the so-called “Second Cold War” - in the late 1970s and early 1980s, almost resulting in the outbreak of nuclear war in 1983. Yet, just at the point where the conflict seemed at its most intense and irreconcilable, it suddenly and unexpectedly ended with the coming to power in the Soviet Union of Mikhail Gorbachev and the rapid collapse of the Soviet empire in Eastern Europe in 1989 and of the Soviet Union itself in 1991.

**Level of Course**

Bachelor’s, Intermediate

**Readings**


A course reader covering the entire Cold War period will be available for students.

**Teaching Methods**

Lectures, discussions, film screenings
Assessment Methods
Four short papers, movie project, mid-term, final exam

<table>
<thead>
<tr>
<th>IRS 200 Introduction to International Relations</th>
<th>Course code: IRS 200</th>
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<tbody>
<tr>
<td>Lecturer</td>
<td>George Hays, Ph.D.</td>
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<thead>
<tr>
<th>Learning Outcomes</th>
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</thead>
<tbody>
<tr>
<td>Upon successful completion of the course, students will be able to:</td>
</tr>
<tr>
<td>- Discuss the main points of the main theories of International Relations, and situate them within the Great Debates</td>
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<tr>
<td>- Situate the Great Debates in their historical context</td>
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<tr>
<td>- Discuss the epistemological and ontological differences between the two ends of the International Relations Spectrum</td>
</tr>
<tr>
<td>- Write critical essays and make analytical arguments concerning/using the concepts of International Relations.</td>
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<thead>
<tr>
<th>Prerequisites</th>
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<tbody>
<tr>
<td>POS 101 / POS 102</td>
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<table>
<thead>
<tr>
<th>Course Contents</th>
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<tbody>
<tr>
<td>History of International Relations, Great Debates, Realism, Idealism, Game Theory, Neo-Realism, Neo-Liberalism, Neo-Marxism, International Political Economy, Constructivism, Post-Structuralism, Gender Studies, Peace Studies, Ethics Studies, power, capabilities, balance-of-power, anarchy, sovereignty, conflict, cooperation, identity, levels of analysis, the state, international organizations, globalization, war, terrorism, international law, environmental issues, post-colonial issues, post-Westphalian issues</td>
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<tr>
<th>Level of Course</th>
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<tbody>
<tr>
<td>Bachelor’s, Intermediate</td>
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<tr>
<th>Recommended Reading</th>
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<table>
<thead>
<tr>
<th>Teaching Methods</th>
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</thead>
<tbody>
<tr>
<td>Lectures, discussions, debates</td>
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<table>
<thead>
<tr>
<th>Assessment Methods</th>
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<tbody>
<tr>
<td>Presentation, quiz, essay, final exam</td>
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<table>
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<tr>
<th>IRS 221 Contemporary Europe: History of European Integration</th>
<th>Course code: IRS 221</th>
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<tbody>
<tr>
<td>Lecturer</td>
<td>Daniela Lenčěš Chalániová, Ph.D.</td>
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<thead>
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<th>Learning Outcomes</th>
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<tbody>
<tr>
<td>Upon successful completion of the course, students will be able to:</td>
</tr>
<tr>
<td>- Have an advanced knowledge of European integration, European Communities, treaties and a working knowledge of EU’s most prominent policies</td>
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<tr>
<td>- Name European Institutions and their roles and explain the EU decision-making procedures</td>
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<tr>
<td>- Apply European integration theories to real-life developments</td>
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<tr>
<td>- Clearly present an issue/a policy to their fellow students.</td>
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</tbody>
</table>
**Prerequisites**
None

**Course Contents**
The course offers a comprehensive introduction into European integration with an emphasis on historical development of the European Union, its institutions and decision-making, and theoretical approaches to integration.

First part of the course is dedicated to the situation in Europe post war and the exceptional conditions that lead to supranational integration in the first place. Throughout the course we will focus on the early European communities and national positions to EU integration, on deepening and widening of integration, creation of new treaties from Paris to the latest Lisbon treaty, and inclusion of new policy areas under a united institutional framework.

In the second part, European Union’s institutions will be introduced with a focus on the role of various EU institutions in supranational as well as intergovernmental decision-making. Finally the course will conclude with an overview of most the relevant theories of European integration with examples from history (first part of the course).

**Level of Course**
Bachelor’s, Intermediate

**Readings**

**Teaching Methods**
Lectures, discussions, student’s presentation

**Assessment Methods**
2 essays, presentation, final exam

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**IRS 222 Contemporary Issues in International Relations**

**Course code:** IRS 222
**Semester:** 1 or 2
**Year of Study:** 2
**Course Type:** required
**B.A. in IR**
**elective:** B.A. in PS
**Hours p. week:** 3
**ECTS-Credits:** 6

**Lecturer**
Petr Anděl, Ph.D.

**Learning Outcomes**
Upon successful completion of this course, students will be able to:
- Compare, contrast, and critique the main theories of International Relations based on epistemological, ontological, methodological, and theoretical points
- Understand and discuss the evolution of the Great Debates in their historical context
- Understand, discuss, and critique professional academic works in International Relations
- Write critical essays and make analytical arguments concerning/using the concepts, theories, methods, and methodologies of International Relations
- Write a theoretically informed essay explaining/understanding a contemporary international event.

**Prerequisites**
IRS 200

**Course Contents**
Institutional approach (historical institutionalism, neo and new institutionalism), structural approach, post-structural and interpretive approach, behavioral and attitudinal approach, rational choice approach in the study of politics.

**Level of Course**
Bachelor’s, Intermediate

**Readings**

**Teaching Methods**
Group work, lectures, discussions, student presentations

**Assessment Methods**
Mid-term exam, final exam, presentation

**IRS 301 European Union: Policies and Current and Current Issues**

**Course Code:** IRS 301

**Semester:** 1 or 2

**Year of Study:** 2

**Course Type:** required: B.A. in IR

**Hours p. week:** 3

**ECTS-Credits:** 6

**Lecturer**
Mgr. Zuzana Fellegi, LL.M.

**Learning Outcomes**
Upon successful completion of this course, students will be able to
- Understand the EU institutional processes and policies and their impact on European, as well as non-European states and citizens
- Understand main political processes and major trends in the EU
- Assess the process of the EU integration in the light of main theories used in EU studies
- Critically analyze the EU’s key policies and their external impact
- Provide possible solutions of present problems concerning the EU
- Contribute effectively to the larger public conversation about the role and future development of the EU
- Demonstrate effective writing and presentation skills

Prerequisites
None

Course Contents
The aim of this course is to provide a solid understanding of the EU institutions, decision-making and most of all of the key policies in the light of main theories used in EU studies. The course builds upon the EU integration course and, in its first part; it reviews the milestones and logic of the EU integration and examines main integration theories. In the second part it explores the EU institutions and the formal as well as informal EU decision-making process and its shortcomings. The third part is devoted to main EU policies while analyzing major current problems and trends such as Eurocrisis, possible Brexit, migration crisis, agricultural & asylum reform, rise of Euroscepticism & extremism, energy security, etc. All individual course topics will be supplemented with concrete case studies.

Level of Course
Bachelor’s, Intermediate

Readings

Teaching Methods
Interactive lecture, discussion

Assessment Methods
Final test, Midterm test, Research Paper Class preparation, participation and attendance

<table>
<thead>
<tr>
<th>IRS 352 / 652</th>
<th>U.S. National Security Policy</th>
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<tbody>
<tr>
<td>Course Code:</td>
<td>IRS 352 / 652</td>
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<tr>
<td>Semester:</td>
<td>1or 2</td>
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<tr>
<td>Year of Study:</td>
<td>BA:3 , MA:1</td>
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<tr>
<td>Course Type:</td>
<td>elective: B.A. in IR / M.A. in IRD</td>
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<tr>
<td>Hours p. week:</td>
<td>3</td>
</tr>
<tr>
<td>ECTS-Credits:</td>
<td>6</td>
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</tbody>
</table>

Lecturer
Doc. Francis Raška, Ph.D.
Learning Outcomes
Upon successful completion of the course, students will be able to:
- Understand basic themes, theoretical debates, and issues in U.S. foreign policy.

Prerequisites
None

Course Contents
This M.A. seminar course seeks to help students gain a basic understanding of American national security policy in theory as well as in practice. As the United States is the world’s sole remaining superpower, it is important that students have some knowledge of American foreign and security policy. The course is introductory in nature and the readings reflect this fact. Students will learn about the theoretical foundations of U.S. national security policy, the individual actors involved in policy formulation, and the actual priorities of policy in different periods of American history.

Level of Course
Master’s

Readings

Teaching Methods
Lecture, presentation, case analysis, discussion

Assessment Methods
Several written assignments, presentation, research paper, final exam

IRS 358 / 658 Global Migration
Course code: IRS 358 / 658

Semester: 1 or 2
Year of study: BA:3, MA: 1 or 2
Course type: elective: B.A in IR
Hours p. week: 3
ECTS credits: 6

Learning Outcomes
Upon successful completion of the course, students will be able to:
- Describe migration processes in the world macro regions in historical perspective;
- Identify challenges of migration to the host societies;
- Interpret the role of migration in the context of globalization and development;
- Apply explanatory theories of migration;
- Compare main types of immigration and integration policies in Europe and the USA;
- Define the terms transnationalism and diaspora;
- Assess the impact of migration to identity and ethnicity.

Prerequisites
None

Course Contents
In this course, we will focus on three aspects: geography and history of migration; migration and integration policies; theories on migration. We will describe main migration processes since late 18th century up until today with emphasis on postwar period. In terms of geography, our course will aim at world macro regions (Africa, Middle East, South-Eastern Asia etc.). Particular attention will be paid to
Northern America, Europe, and also the Czech Republic. The course will present some specific cases such as Jewish and Roma migration too. Presentation of migration and integration policies will be focused on Europe (EU) and the USA. Theoretical part will deal with concepts explaining migration as well as some related issues. Among the most topical today are identity, gender and development. We will apply approaches from both political science and sociology. The course is a combination of a lecture and a seminar.

**Level of Course**
Bachelor’s, Advanced / Master’s

**Readings**
Klaus J. Bade: Migration in European History (Blackwell Publishing, 2003)
Martin, P.: Bordering on Control: Combating Irregular Migration in North America and Europe (Davis: UOC, 2003)

**Teaching Methods**
Lecture, discussion, analysis of documents

**Assessment Methods**
Research paper

Quizzes, essay, mid-term exam, final exam

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**IRS 364 / 664 American Foreign Policy in Film**

**Course code:** IRS 364 / 664  
**Semester:** 2  
**Year of study:** 2 or 3  
**Course type:** elective: B.A. in IR / M.A. in IRD  
**Hours p. week:** 3  
**ECTS credits:** 6

**Lecturer**
George Hays, Ph.D.

**Learning Outcomes**
Upon successful completion of the course, students will be able to:
- Comprehend and have a clear understanding of identity theory and its application to film
- Understand and analyze the expressions of these identity processes as portrayed in film
- Utilize the theories and methods provided to conduct their own analyses of identity creation
- Understand the role identity and portrayals of identity have in politics.

**Prerequisites**
None

**Course Contents**
This course analyzes American identity creation through popular film. The course is concerned with the changing of American identity through the portrayal of events from the end of the Second World War to the present. While the main focus of the course is on film and the portrayal of important events and identificational concepts (existential fears) through film, the course also utilizes texts on theory and history to provide a contrasting influence to better understand the message and political impacts of the films.

**Level of Course**
Bachelor’s, Advanced

**Readings**

**Teaching Methods**
Lectures, discussions, films

**Assessment Methods**
Essay, mid-term exam, final exam
IRS 371 / 671 NATO in the 20th and 21st Century

Course code: IRS 371/671
Semester: 1 or 2
Year of study: BA:3, MA:1
elective:
Course type: B.A. in IR M.A. in IRD
Hours p. week: 3
ECTS credits: 6

Learning Outcomes
Upon successful completion of the course, students will be able to:
- Understand the past and current roles and functions of NATO.
- Analyze the historical, political and security dynamics that NATO forms and is formed by.
- Grasp the complexity of the organization and the context in which it operates.
- Develope an appreciation of the key challenges NATO faces.
- Appreciate of general trends that is tempered with an understanding of the specific features of individual countries and NATO Member States.
- Understand the relationship between the theory and operational reality of NATO operations.

Prerequisites
None

Course Contents
The main aim of this course is to provide students with a grounding with regards to the roles, functions, history and operation of North Atlantic Treaty Organization (NATO) since its establishment till present day. This course is offered as the first and only joint course of AAU and NATO Allied Command Transformation Innovation Hub. The arrangement of the course is such that almost all classes are divided into two halves, where the first half is taught by a lecturer at the AAU campus and the second half via video conference call with experts directly from NATO. Students will have a great opportunity to learn not only theory, but also discuss real practical outcomes of various concepts with NATO experts.

Level of Course
Bachelor’s Advanced, Master’s

Readings
Will be provided in the classroom

Teaching Methods
Lecture, discussion

Assessment Methods
Presentations, paper

IRS 374 / 674 International Governance

Lecturer
Prof. Donald Fuller, Ph.D.

Course Code: IRS 374/674
Semester: 1
Year of Study: 1
Course Type: Elective: B.A. in IR M.A. in IRD
Hours p. week: 3
ECTS-Credits: 6

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Search for evidence in international governance based upon theory and empiricism;
- Search for evidence based on historical reliability;
- Examine multi-collinearity of variables affecting international governance;
- Explore concepts including contradictory evidence; search for similarities and differences;
- Establish a coherent design for researching international governance;
- Search for multiple measures of correlative evidence
Prerequisites
None
Course Contents
The course explores factors affecting international governance in the 21st century, framed within a political environment of uncertainty marked by a relationship of universality and particularity in space and time. Illustrates pressures upon state sovereignty, borders, national interests, including specific attention to security, justice, energy, modernity, demography, technology economy, ageing, migration, environment and health. Key actors include Westphalian states, international organizations, civil society and non-state movements.
Level of Course
Bachelor’s, Advanced / Master’s
Readings
Teaching Methods
Lectures; mini-lectures; group work; student presentations; continual questions and answers (some questions distributed in advance, the rest are impromptu).

Assessment Methods
Attendance and Class Participation, Final essay, Homework assignments, Reading questions

<table>
<thead>
<tr>
<th>IRS 500 Theories of International Relations</th>
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<tbody>
<tr>
<td><strong>Course Code:</strong> IRS 500</td>
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<td><strong>Semester:</strong> 1</td>
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<td><strong>Year of Study:</strong> 1</td>
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<td><strong>Course Type:</strong> Required: M.A. in IRD</td>
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<td><strong>Hours p. week:</strong> 3</td>
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<td><strong>ECTS-Credits:</strong> 6</td>
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Lecturer
Daniela Lenčéš Chalániová, Ph.D.

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Identify, describe and critically analyze a range of approaches to and engagements with international politics and their distinctive characteristics, including normative, ontological and epistemological dimensions
- Understand the differing conceptions of the relationship between theories and practices of international politics in these different approaches
- Understand the reasons why different approaches emerged and how this shaped their development and uptake
- Have a clear sense of the significance of the multiple ways in which to read the discipline and how this may effect and affect engaging with, and being in, the world
- Present research findings in oral and written form at Master’s level and provide critical, yet constructive feedback
- Engage with and communicate in a wide range of fora including academic and peer debates

Prerequisites
None

Course Contents
This course examines various theoretical approaches to the study of International Relations, providing students with the tools to critically interrogate how, where, why and in what forms practices of International Relations emerge and what their consequences are. The course deals with ‘Mainstream’, ‘Critical’ and ‘Alternative’ approaches and how the ways in which they complement and challenge each other in theory and in practice. Ultimately, the course aims to show the students why, if they want to work in the practice of International Relations, they are much better equipped to do so if they have the ability to detect and dissect the theories which underpin and, similarly, if they want to work on theory, their work will be much more relevant and meaningful if they understand how this might relate to practice. The theories that students learn to work with include mainstream theories such as realism, neo-realism, liberalism, neoliberalism, English School; critical theories such as social constructivism, Marxism, feminism, post-structuralism and alternative theories such as international political sociology, new security studies and the spatial turn in International Relations.

Level of Course
Master’s

Readings

**Teaching Methods**
Lecture, discussion, guest speaker

**Assessment Methods**
Research paper, final exam

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**IRS 501 International Development**

<table>
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<tr>
<th>Course code:</th>
<th>IRS 501</th>
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<tr>
<td>Semester:</td>
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<td>Year of study:</td>
<td>2</td>
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<tr>
<td>Course type:</td>
<td>required: M.A. in IRD</td>
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<td></td>
<td>elective: M.A. in MABLIM</td>
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<tr>
<td>Hours p. week:</td>
<td>3</td>
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<td>ECTS credits:</td>
<td>6</td>
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</table>

**Learning Outcomes**

Upon successful completion of the course, students will be able to:
- Understand arguments and evidence both for and against the state as the chief determinant of development policy and overall socioeconomic development
- Understand arguments and evidence both for and against the market and capitalism as determinants of development policy and overall socioeconomic development
- Firmly grasp theoretical and empirical differences between “economic development,” on the one hand, and “political development,” on the other, while understanding how achievements – or a lack thereof – in one area may affect the prospects for development in the other
- Apply the most current ideas and concepts from recent studies of economic and political development in professional settings where such ideas are relevant to one’s work, as well as in various fora of discussion and debate concerning key propositions from development studies
- Discuss potential actions of governments, international organizations and non-governmental organizations in addressing various problems of international development

**Prerequisites**

None

**Course Contents**

This course includes insights and concerns of development economics, both new and old, as well as those of scholars who see politics and political institutions as the basis of positive change and “human development.” While the focus on geographic regions and country cases generally reflects traditional preoccupation of development economics with lower income societies in the southern hemisphere, it pay attention to the developmental history of countries which no longer fit the commonly used categories “underdeveloped” and “less developed” (or, to borrow more quaint, early post-colonial expressions, “third world” and “relatively backward”). The goal is to make students become familiar with important concepts and research findings in the field of development studies.

**Level of Course**

Master’s
Readings

Required reading:

Recommended reading:

Teaching Methods
Lecture, discussion

Assessment Methods: Final exam

<table>
<thead>
<tr>
<th>IRS 503 International Law</th>
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<tr>
<td><strong>Course Code:</strong></td>
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<td><strong>Semester:</strong></td>
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<td><strong>Year of Study:</strong></td>
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</table>
| **Course Type:** | required: M.A. in IRD  
Elective: M.A. in MABLIM |
| **Hours p. week:** | 3 |
| **ECTS-Credits:** | 6 |

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Understand a general background and knowledge of international law
- Understand an awareness of international law as a legal system distinct from national legal systems;
- Analyze international disputes in terms of applicable legal rules and propose arguable solutions to concrete problems (actual or hypothetical) in the light of such analysis;
- Synthesize relevant primary and secondary sources, bringing together materials from a variety of sources and make critical judgments on the merits of particular arguments and propose a reasoned choice between alternative solutions.
- Gain a general background and knowledge of international law that will enable students to understand the link between law and business
- Identify the relevant legal issues including the risks associated with business and commerce
- Propose effective solutions that will allow the maximum probability of success
- Solve hypothetical case examples based on international law and the conduct of business in a foreign jurisdiction

Prerequisites
None

Course Contents
The course covers major issues of public international law, including private international law issues from an international business perspective including the nature, history, and sources of international law, international institutions, including individual human rights and dispute resolution.

Level of Course
Master’s
Required reading:

Recommended reading:

Teaching Methods
Lecture, practical exercise and discussion

Assessment Methods
Class participation, research paper, written final exam

Learning Outcomes
Upon completion of the course, students will be able to:
- Understand the history, purpose, and internal structure of major international organizations;
- Understand the main theoretical concepts developed around the study of international organizations and to apply them while analyzing individual organizations and their activities;
- Analyze activities of international organizations in the fields of security, trade, development, environment, and human rights;
- Discuss the possibilities of further development and impact of international organizations in the context of changing international relations.

Prerequisites
POL 580

Course Contents
The course explains history, functioning and the impact of international organisations in international relations today. It introduces main theoretical concepts which provide students with necessary knowledge in order to analyse development and activities of selected organisation such as the UN, EU, WTO, OECD, IMF, World Bank, NATO, WEU, COE. Furthermore, it examines case studies of recent international events giving the students opportunity to critically analyse concrete actions of international organisations and to understand their potentials, limits and effect on the global development.

Level of Course
Master’s

Readings

**Teaching Methods**
Lecture, discussion, presentations

**Assessment Methods**
Mid-term exam, final exam, essay paper, class assessments

<table>
<thead>
<tr>
<th>IRS 505  Europe in Global Politics</th>
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<tr>
<td><strong>Course code:</strong></td>
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<td><strong>Semester:</strong></td>
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<td><strong>ECTS credits:</strong></td>
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**Learning Outcomes**
Upon successful completion of the course, students will be able to:
- Demonstrate awareness and understanding of state and non-state threats to Europe in the post-Cold War era
- Understand peculiarities of Europe’s search for identity and its meaning
- Comprehend and discuss the latest developments in EU politics and their implications for the position of EU in the world
- Apply theoretical concepts to critically evaluate arguments in scholarly literature
- Better verbally communicate arguments in structured debates

**Prerequisites**
None

**Course Contents**
This course aims to explore and to help students understand Europe in the post-Cold War world. The Cold War dictated the shape, actions, and identities of European states for generations, and Europe continues to be affected by this legacy as well as the changes experienced since 1989. Of particular importance are the changes experienced regarding security, economics, and national identity. These areas in particular will be concentrated on in the course.

**Level of Course**
Master’s

**Readings**
*Required reading:*

*Recommended reading:*

**Teaching Methods**
Lecture, discussion

**Assessment Methods**
Final exam
IRS 506 Conflict Studies

Course Code: IRS 506
Semester: 2
Year of Study: 1
Course Type: required: MA in IRD
Hours p. week: 3
ECTS-Credits: 6

Lecturer
Duncan Mclean, Ph.D.

Learning Outcomes
Upon successful completion of the course, students will be able to:
- Understand the philosophy of conflict
- Identify, describe, compare and critically assess the theories of conflict resolution
- Demonstrate the ability to analyze a contemporary conflict using the relevant theoretical approaches
- Operationalize the general framework of conflict analysis to particular cases and device suitable policy options

Prerequisites
None

Course Contents
This course provides an overview of the field of conflict studies with particular attention on contemporary issues. During the first weeks, students are introduced to the philosophy of conflict, comparative approaches and theories of conflict resolution. These basic tools of conflict analysis include the classical typology of conflicts between states, conflicts within states, and conflicts linked to state formation. The second half of the course focuses on recent developments in the post-Cold War world. Trends linked to concerns with terrorism and new justifications for armed intervention are placed in historical perspective. The complexity of conflict resolution is emphasized throughout with respects to third parties/groupings and various international organizations.

Level of Course
Master’s

Readings
Ramsbotham, Oliver, Woodhouse, Tom and Hugh Miall: Contemporary Conflict Resolution. The prevention, management and transformation of deadly conflicts. 2nd ed. Cambridge: Polity Press. 2005
Waltz, Kenneth N.: Man, the State and War. New York: Colombia University, 2005

Teaching Methods
Lecture, discussion, presentations, case study

Assessment Methods
Mid-term, term paper. Presentations in class, final test.

IRS 507 Current Issues in International Relations from Diplomatic Perspectives

Course code: IRS 507
Semester: 1 or 2
Year of study: 1
Course type: required: M.A. in IRD elective: MABLIM
Hours p. week: 3
ECTS credits: 6

Lecturer
Mgr. Tomáš Dopita
Learning Outcomes
Upon successful completion of the course, students will be able to:
- Demonstrate awareness and understanding of key current issues in international politics and diplomacy
- Demonstrate understanding of how various theoretical approaches to International Relations have been used in current diplomatic practice
- Apply theoretical concepts to critically evaluate arguments of professional diplomats
- Better critically evaluate international political and social issues
- Better verbally communicate complicated ideas, be able to critically discuss these ideas and challenge or defend them where necessary as well as to provide feedback to others

Prerequisites
None

Course Contents
The course aims to develop students’ knowledge of IR Theory and their ability to properly apply IR Theory to real world problems. This is done through two separate, but complimentary, approaches. Students spend part of the semester studying IR Theory, Concepts, and Methodology in greater depth, while applying this information in class during discussions of current world events. Secondly, throughout the remaining time in the semester, guest speakers (Diplomats, Ministry Officials) with real world experience present and discuss current events from the standpoint of their first-hand knowledge of the political world. By engaging in discussions with the guest speakers students will also improve their communicative skills as well as the skills to critically evaluate arguments of other people and utilize persuasive argumentation strategies.

Level of Course
Master’s

Readings

Teaching Methods
Lecture, Discussion, presentation

Assessment Methods
Attendance and Class Participation, Midterm Essay, Presentation in Pairs, Final paper

IRS 508 Diplomatic History

Course Code: IRS 508
Semester: 1
Year of Study: 2
Course Type: required: M.A. in IRD
Hours p. week: 3
ECTS-Credits: 6
Learning Outcomes
Upon successful completion of this course, students will be able to:
- Understand methodology and sources of diplomatic history as an academic discipline
- Understand the origins and development of diplomacy through the centuries
- Enumerate the leading diplomats and their contribution in the solving international problems
- Understand a deeper diplomatic context of selected international problems
- Orientate in the diplomatic history from ancient times to the present with the main emphasis on the 19th and 20th century.

Prerequisites
Basic knowledge of World and European political history

Course Contents
Students are provided with a survey of diplomatic history from ancient times to the present with the main emphasis on the 19th and 20th century. The main themes examined will be origins of diplomacy; diplomacy of Ancient Greece; Rome and Byzantium; diplomacy in Middle Ages; diplomacy in the period of Renaissance, diplomacy of 30 Years War and Peace of Westphalia, diplomacy of French Revolution and Napoleonic period; and selected issues of 19th Century diplomacy; WWI and diplomacy; WWII and diplomacy, in the period of the of the Cold War.

Level of Course
Master’s

Readings


Kertesz, Stephen D.: *Between Russia and the West. Hungary and the Illusions of Peacemaking. 1945-1947*

Hungary Publishing: Hamilton, ON, 1992, 299s


Teaching Methods
Lecture, discussion, insight into diplomatic documents, guest speaker

Assessment Methods: Several written assignments during the semester, research paper

<table>
<thead>
<tr>
<th>IRS 511 Diplomatic Protocol and International Negotiations</th>
<th>Course Code: IRS 511</th>
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<tbody>
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<td>Semester: 2</td>
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<tr>
<td>Course Type: required: M.A. in IRD</td>
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<tr>
<td>Hours p. week: 3</td>
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<td>ECTS-Credits: 6</td>
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Learning Outcomes
Upon successful completion of this course, students will be able to:
- Understand the concept of diplomatic protocol
- Understand differences between protocol and etiquette
- Understand the intercultural communication concepts, the students will be challenged to recognize and use the cultural skills that they encounter in this course in cross cultural exchanges
- Examine the intercultural perspectives of organizational communication in the modern globalized world
- Apply acquired knowledge in in both social and business settings.

Prerequisites
None

Course Contents
Intercultural section: the course represents the theory-into-practice school whereby basic intercultural concepts from a variety of perspectives (social, business, and diplomatic) showcase the practical aspects of intercultural relations and present a compelling case for improving intercultural communication skills through education and training.

Diplomatic protocol: protocol and etiquette; Introduction and Visiting Cards; Titles; Abbreviations; Correspondence; Dress Codes and Presents; Offering Hospitality – different types of events; Invitations; Seating Plan; Placements; Accepting hospitality; Appreciation; Interviews; Conference Management; VIPs

The aim of the course is to discuss various aspects of diplomatic protocol not only within the diplomatic environment, but also within the framework of widespread business practice.

**Level of Course**

Master’s

**Readings**


**Teaching Methods**

Lecture, discussion, case analysis, practical exercise, simulation

**Assessment Method**

Several written assignments, presentation in class, essay

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**IRS 652 U.S. National Security Policy**

See IRS 352

**IRS 658 Global Migration**

See IRS 358

**IRS 661 Human Rights**

Course code: IRS 661

Semester: 2

Year of study: 1

Course type: Elective: M.A. in IRD

Hours p. week: 3

ECTS credits: 6

**Lecturer**

Mgr. Zuzana Fellegi, LLM., M.A.

**Learning Outcomes**

Upon successful completion of the course, students will be able to

- Understand history, theory, purpose and categorization of human rights;
- Recognize major international institutions and the processes by which human rights standards are established and enforced on the international, regional and national level;
- Analyze the development and enforcement of human rights in the context of international and national politics;
- Analyze concrete cases of human rights violations and their solutions;
- Discuss possibilities of further development of human rights in the context of changing international relations; advancing globalization and weakening notion of state sovereignty in particular.

**Prerequisites**
None

**Course Contents**
The course will introduce the main features of the contemporary human rights system. Based on the history and theory of human rights, the course will explain the emergence and expansion of international human rights standards. It will introduce the major international institutions and the processes by which human rights standards are established and enforced on the international, regional and national level. Finally it will examine the development of human rights in the context of international and national politics amid growing globalization. Individual course topics will be supplemented with concrete case studies.

**Level of Course**
Master’s

**Readings**

**Teaching Methods**
Lectures, discussions

**Assessment Methods**
Presentation, mid-term exam, final exam

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**JEW 100  Introduction to Jewish studies**

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<th>Course code:</th>
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<td>Semester:</td>
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<td>Hours p. week:</td>
<td>3</td>
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<td>ECTS credits:</td>
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**Lecturer**
Doc. Dr. Jiří Kašný, Ph.D.

**Learning Outcomes**
Upon successful completion of the course, students will be able to:
- Appreciate reading of the *Tanakh* and other religious texts as a precondition to understanding Jewish history and culture
- Demonstrate a general orientation in the area of interdisciplinary approach to Jewish studies to evaluate critically substantial and accidental parts of the problematic of Jewish studies
- Comprehend the critical study of the Jewish religions, history, literature, languages, and culture from ancient to present times.

**Prerequisites**
None

**Course Contents**
The course introduces into an interdisciplinary approach to the critical study of the Jewish religion, history, literature, languages, and material culture from ancient to present times. It opens history of the Jewish people from Ancient Near East through Second Temple period, late antiquity, Medieval, modern and recent periods. It leads to reading Hebrew Bible, its medieval exegesis and modern hermeneutics. It introduces into Rabbinic literature, including Mishnah, Midrash and Talmud. It opens main topics and characteristics of Jewish religion and religious movements including calendar, liturgy, prayer and customs.

**Level of Course**
Bachelor’s, introductory

**Readings**

**Teaching Methods**
Lecture, discussion

**Assessment Methods**
Mid-term examination, final examination

### JEW 221 Jewish Community in the Czech Republic After World War II

**Course code:** JEW 221

| Semester: | 1 or 2 |
| Year of study: | 2 or 3 |
| Course type: | required |
| Hours p. week: | 3 |
| ECTS credits: | 6 |

**Lecturer**
JUDr. Tomáš Kraus

**Learning Outcomes**
Upon successful completion of the course, students will:
- Be able to interpret facts from the history and culture of Jews in Bohemia and Moravia in the context of Czech and European history
- Be confronted with the phenomenon of the Holocaust
- Be familiar with the current situation of Jewish communities in the Czech Republic and in Europe
- Be equipped with arguments to fight against all types of stereotypes, xenophobia and Anti-Semitism which will contribute to their civic education and their engagement.

**Prerequisites**
JEW 100

**Course Contents**
The course is focused on the history of Jewish communities in the Czech Lands from early settlements until today as a case-study to a history of European Jewry. The subject is an overlapping combination of history, political science and culture studies. Lectures are offering inside studies of events bound to milestones in general European and Czech history as well as portraits of important Jewish personalities whose contribution helped to shape the face of the “old continent”. Substantial part is devoted to the history of the Holocaust but it is also including present modern history and contemporary themes.

**Level of Course**
Bachelor’s, Intermediate

**Readings**
Jan T. Gross: *Neighbors*,

**Teaching Methods**
Lecture, discussion

**Assessment Methods**
Mid-term examination, final examination
JEW 310 Memory and Genocide

Lecturer
Prof. PhDr. Pavel Barša, Ph.D.

Learning Outcomes
Upon successful completion of the course, students will be able to:
- Comprehend and analyze post-WWII transformations of public discourses about the Nazi genocide in Israel, Germany, France, Poland, and the Czech lands.

Prerequisites
POS 101 / 102, JEW 100

Course Contents
In the aftermath of World War II, the destruction of European Jews was not perceived as something exceptional in relation to other Nazi atrocities. Neither the event itself, nor its victims were given a special status vis-à-vis other events and victims of the war. Rather, the suffering of Jewish civilians was superseded by an apotheosis of heroism of antifascist fighters. This situation radically changed in the last quarter of the 20th century, when the mass murder of Jews by the Nazis became an emblematic event that symbolized not only Nazism or WWII, but the radical evil itself. As the genocide of the Jews began to be called “the Holocaust”, it gained a pre-eminence not only in the discourses of the nationalities that were part of it (as victims, perpetrators or bystanders) but also in those of other groups and societies of the western world. Was it due to a “return of the repressed” that, according to Freud, characterizes a traumatic experience, or, rather, to conscious efforts of various groups to appropriate the memory of the Nazi genocide for their own purposes? The course traces post-WWII transformations of public discourses about the Nazi genocide in Israel, Germany, France, Poland, and the Czech lands.

Level of Course
Bachelor’s, Advanced

Readings
Idith Zertal: Israel’s Holocaust and the Politics of Nationhood, Cambridge University Press, 2005
Michael C. Steinlauf: Bondage to the Dead. Poland and the Memory of the Holocaust, Syracuse University Press, 1997

Teaching Methods
Lecture, discussion

Assessment Methods
Mid-term examination, final examination

JRN 200 Reporting I

Lecturer
Frank Kuznik
Learning Outcomes
Upon successful completion of the course, students will be able to:
- Apply the practical and professional skills necessary to work as news reporters
- Carry out research and write their own stories
- Examine what news is, news story organization
- Find story ideas and conduct interviews and do investigative research
- Write for the University's online student newspaper, At the Lennon Wall.

Prerequisites
COM 102

Course Contents
News story structure, developing story ideas; newspaper organization, news style, gathering information, interviewing, note taking, attribution, use of quotes; media ethics, sources and story research, press releases, obituaries, speeches, news conferences, covering breaking news, sensitivity vs. “political correctness,” importance of good writing, using public records, writing a feature/series, investigative reporting.

Level of Course
Bachelor’s, Intermediate

Readings
Goldstein, Norm: The Associated Press stylebook and Briefing on Media Law, Perseus Books Group, 2004

Teaching Methods
Lectures, discussions

Assessment Methods
In-class writing exercises, written assignments

JRN 201 Reporting II

Course code: JRN 201
Semester: 1 or 2
Year of study: 2
Course type: required: B.A. in JC
elective: B.A. in PS
Hours p. week: 3
ECTS credits: 6

Learning Outcomes
Upon successful completion of the course, students will be able to:
- Apply the practical and professional skills necessary to perform as news reporters
- Carry out research and write own stories
- Examine what news is, news story organization
- Find story ideas and conduct interviews and do investigative research
- Write for the University’s online student newspaper, At the Lennon Wall.

Prerequisites
None

Course Contents
Structure of newspaper, news story structure, covering speeches and official releases, speed vs. accuracy, copy preparation, interviewing, use of quotes, headline and caption writing, AP style review, story order, fundamentals of layout, graphic considerations, covering legal issues, libel and liability, investigative journalism, public records research, anonymous source vs. not for attribution, personal data research, use of humor and irony, ethics, bias and accountability, how the media gets influenced, remaining objective vs. advocacy journalism, news features vs. arts, community and trend stories, alt publications, internet reporting, broadcast reporting, industry publications.

Level of Course
Bachelor’s, Intermediate

Readings
Materials distributed in class or available in the AAU library include from:

**Teaching Methods**
Lectures, discussions

**Assessment Methods**
In-class writing exercises, written assignments

### JRN 220 Media and Democracy

**Lecturer**
Benjamin Cunningham, M.Sc.

**Course code:** JRN 220  
**Semester:** 2 or 3  
**Year of study:** 1 or 2  
**Course type:** required: B.A. in JC  
**Hours p. week:** 3  
**ECTS credits:** 6

**Learning Outcomes**
Upon successful completion of the course, students will be able to:
- Navigate through the web of media ethics by learning from the real-life experiences of journalists (guest speakers), as well as active class debates and presentations
- Use philosophical principles and models to recognize and analyze typical ethical issues that confront journalists
- Demonstrate improved journalistic and public speaking skills
- Demonstrate improved moral reasoning skills

**Prerequisites**
COM 200

**Course Contents**
Introduction to ethical decision making; information ethics; critique of news and examination of what drives news coverage; journalist’s loyalties; public relations: advocate or adversary; media economics; the mass media in a democratic society; challenges of war coverage in Iraq and Afghanistan, as well as under the oppression of totalitarian regimes like Uzbekistan; objectivity; privacy issues; green Journalism.

**Level of Course**
Bachelor’s, Intermediate

**Readings**

**Teaching Methods**
Lectures, discussions, guest speakers

**Assessment Methods**
Mid-term paper, final exam

### JRN 227 Cultural Reporting

**Lecturer**
Tony Ozuna, M.A.

**Course code:** JRN 227  
**Semester:** 2  
**Year of study:** 1  
**Course type:** elective: B.A. in JC  
**Hours p. week:** 3  
**ECTS credits:** 6

**Learning Outcomes**
Upon successful completion of the course, students will be able to:
- Write on cultural events and cultural issues relevant to contemporary Prague and beyond.
- Demonstrate practical and professional skills necessary to not only write but publish (beyond the blogosphere), short articles, reviews, and interviews for cultural sections of actual publications.

**Prerequisites**
COM 102 / JRN 200
Course Contents
What is Cultural Reporting? Who is good at it, and who isn’t? Explore the scene, discover your subject(s); Covering the music scene, local and beyond; Interviewing techniques; Covering the art scene, local and international; Local and international; Writing with sources; Story structure; It’s a matter of style; Finding your voice; Public Events; Cultural and otherwise; The English-language theatre and literary scene; Profiles of local cultural figures; Writing for extreme deadlines.

Level of Course
Bachelor’s, Intermediate

Readings
Sylvere Lotringer & Paul Virilio, *The Accident of Art*, Semiotext(e)
Phillip Larkin, *Jazz Writings*.
Tom Wolfe, *Radical Chic & Mau-Mauing; The Flak Catchers; The Painted Word*.

Teaching Methods
Classes will consist of short lectures on current cultural events in Prague followed by more in depth discussion of particular artists, music groups (scenes), festivals, etc.

Assessment Methods
Attendance and participation in class discussion, four shorter assignments, profile assignment

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**JRN 230 Travel Writing**

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<thead>
<tr>
<th>Course code:</th>
<th>JRN 230</th>
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<tbody>
<tr>
<td>Semester:</td>
<td>2</td>
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<tr>
<td>Year of study:</td>
<td>1</td>
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<tr>
<td>Course type:</td>
<td>elective: B.A. in JC</td>
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<tr>
<td>Hours p. week:</td>
<td>3</td>
</tr>
<tr>
<td>ECTS credits:</td>
<td>6</td>
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Lecturer
Iva Skochová, M.S.

Learning Outcomes
Upon successful completion of the course, students will be able to:
- Recognize the main qualities of good travel writing;
- Learn to acclimate themselves quickly in a new location and conduct useful reporting;
- Identify unique stories and angles that will find an audience in books, blogs and magazines;
- Pitch story ideas to editors and publications with the goal of seeing their work in a public forum; and
- write articles at a professional level.

Prerequisites
None

Course Contents
This course is intended as an introduction to travel writing and aims to teach students how to identify places of interest and write about them in a way that is fresh and timely. Most of the course will be spent in classroom, but there may also be a few field trips. Students will be required to submit two long-form writing assignments in lieu of a midterm and final exam, as well as turn in frequent smaller writing assignments. They will also learn how to ‘pitch’ travel stories to publications, and, ideally, how to get their ideas published. This course is a hands-on workshop, where students learn the basics of the ever-changing, but exciting, profession of a travel writer.

Level of Course
Bachelor’s Intermediate

Readings

Teaching Methods
Lectures, readings, discussions, writing assignments, Film screening
Assessment Methods
Class Participation and performance on weekly writing assignments, Midterm Writing Exercise, Sample Guidebook Entry

JRN 250  Broadcast News and Video Production
Course code: JRN 250
Semester: 1 or 2
Year of study: 2
Course type: required: B.A. in JC
Hours p. week: 3
ECTS credits: 6

Lecturer
Stephani Shelton, B.A.

Learning Outcomes
Upon successful completion of the course, students will be able to:
- Integrate basic broadcast writing of news and features, camera work, editing techniques, and talent performance
- Demonstrate creative writing skills
- Produce a script for a TV story.

Prerequisites
None

Course Contents
Difference between print and broadcast journalism, challenges of broadcast writing, writing to a target audience, broadcast writing principles, broadcast writing guidelines: script format, script layout, broadcast story structure, writing the story, visual grammar: basic shots, angles, compositions, camera movements, field techniques for shooting TV news, basics of digital video editing, practical video editing.

Level of Course
Bachelor’s, Intermediate

Readings
Mark S. Luckie, The Digital Journalist’s Handbook (Mark S. Luckie USA 2010)
Bob Steele & Al Tompkins, Newsroom Ethics 4th Edition; (Radio and Television News Directors Foundation Journalism Ethics Project USA 2006)
Alex S. Jones, Losing the News (Oxford University Press USA 2009)
Codes of Ethics from Society of Professional Journalists and RTDNA (USA)
Lisa Schnellinger, Free & Fair (pamphlet, International Center for Journalists USA 2001)
Mark Briggs, Journalism Next (CQ Press USA 2010)
Avid Express Tutorial(s) (printed & online)

Teaching Methods
Lecture, discussions

Assessment Methods
Assignments, quizzes, final project, final exam

JRN 255  Video Story Telling
Course code: JRN 260
Semester: 1 or 2
Year of study: 2
Course type: elective: JC, HSC, PS
Hours p. week: 3
ECTS credits: 6

Lecturer
James Fassinger
Stephani Shelton, B.A.

Learning Outcomes
See Course Contents
Prerequisites
None

Course Contents
Fired by examples from the most compelling and provocative contemporary documentaries, students learn to conceive, plan, shoot and edit their own short films that explore important issues of our time and place. After learning to analyse the elements of great visual storytelling and honing technical skills through practical exercises, student groups choose an issue, decide how to put it on screen most effectively, report it out, document interviews and research with DSLRs, camcorders or iOS devices, and complete an incisive digital video report. Production is geared toward the ambitious indie, low- or no-budget filmmaker or V-journalist who wants to create powerful, professional work.

Level of Course
Bachelor’s Intermediate

Readings
Will be provided in the classroom

Teaching Methods
See Course Contents

Assessment Methods
Mid-term exam, Final exam

JRN 259 News Video Production and Editing

Course code: JRN 259
Semester: Summer
Year of study: 2
Course type: Req./opt: B.A. in JC
Elective: B.A. in PS, HSC
Hours p. week: 7 (Intensive course)
ECTS credits: 6

Learning Outcomes
Upon successful completion of this course, the students will have a clear understanding of and practical experience in:
- researching a video story, reporting it, setting up and conducting interviews
- using smartphone and video cameras/mics for news
- shooting all aspects of the story including general video, specific video and interviews
- writing a news video/audio script
- doing narration and on-camera standups
- editing video and audio on professional video editing software, creating effective graphics for news stories
- working in teams and learning cooperative skills needed in the workplace.

Prerequisites
None

Course Contents
In this fast-moving, practical and hands-on course, students will gain basic skills for reporting and producing a video story across all media platforms. The course includes interviewing, script writing, shooting with smart phones and cameras, professional video editing techniques and talent performance. These are skills required for most entry level journalism jobs in TV and digital (internet & mobile) as well as print and professional blogs. Communications jobs, public relations and many small businesses now also require media production skills. And news organizations depend on “citizen journalists” - everyday viewers and readers – to upload useable eyewitness video and photos from their smart phones to news websites and social media.

Level of Course
Bachelor’s, Intermediate
Readings
Debora Halpern Wenger & Deborah Potter, *Advancing the Story - Second Edition; Broadcast Journalism in a Multimedia World* (pp 1-11; 24-29; 39-44; 56-62; 85, 86; 102, 142, 149; 176-179; 216-218; 256-260; 264, 270, 283, 318 (CQ Press USA 2012)
*Aim for the Heart; Al Tompkins 2nd edition; CQ Press (Sage) 2012* (pages TBA)
Fred Brown & SPJ Ethics Committee, *Journalism Ethics (4th edition)* (Accuracy Check List pp 48-51; *Minimizing Harm* pp 119-121; *Be Accountable* pp 290-292) (Marion Street Press USA 2011)

Teaching Methods
This is a hands-on, practical course which aims for a high degree of student participation both in class and with assignments

Assessment Methods
Attendance, class participation and assignments, Quizzes and midterm exam, Final Project

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<tr>
<th>Course code:</th>
<th>JRN 260</th>
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<td>Semester:</td>
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<td>Course type:</td>
<td>elective: B.A. in JC, PS, HSC, VAS</td>
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<td>Hours p. week:</td>
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Learning Outcomes
Upon successful completion of this course, students will:
- Be able to demonstrate the practical and professional skills necessary to not only write but publish short articles, reviews, and interviews for cultural sections of actual publications
- Be introduced to the founders of critique of mass culture, and the culture industry as a centuries-old debate

Prerequisites
COM 102

Course Contents
This course is an introduction to cultural journalism and reporting, by taking advantage of the rich cultural life of Prague. While there will be a focus on the contemporary art and music scenes, students will also be able to explore the literary and theatre scenes, as well as take advantage of the numerous festivals in the city, particularly for feature and documentary films. An understanding and appreciation of the role of cultural organizations and institutions will be emphasized, and so students will also be given the opportunity to meet with representatives of cultural organizations, as well as artists, musicians, directors, writers and publishers. Field trips to galleries, exhibits and other cultural events in Prague will be an integral component of the course. This activity will be combined with discussions of assigned readings from seminal to contemporary cultural critics and journalists.

The primary medium for publishing the best work in this class will be the AAU student newspaper *At the Lennon Wall*; however, students may also have the opportunity to publish in other online or print publications based in Prague, and beyond. This course, however, is also welcome to students who simply want to learn about the world of cultural journalism.

Level of Course
Bachelor’s, Intermediate

Readings
*Writing to Deadline: the Journalist at Work*, by Donald M. Murray, Heinemann (2000)
*How to Write About Contemporary Art*, by Gilda Williams, Thames & Hudson (2014)
*The Decay of Lying & Other Essays*, by Oscar Wilde, Penguin Classics (first published 1889)
*Views From the Inside: Czech Underground Literature & Culture (1948-1989)*, texts by Ivan M. Jirous, Paul Wilson, Egon Bondy, and Jachym Topol
**JRN 276 Digital Tool for New Media**

<table>
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<tr>
<th>Course code:</th>
<th>JRN 276</th>
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<tbody>
<tr>
<td>Lecturer</td>
<td>Zachary Peterson, B.S.</td>
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<td></td>
<td>Douglas Arrellanes, B.A.</td>
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<td>Semester</td>
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<td>Course type</td>
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**Learning Outcomes**
Upon successful completion of the course, students will be able to:
- Use a number of the most important digital tools for journalists, with an emphasis on concepts behind the tools; this is a way of “future-proofing” oneself.

**Prerequisites**
None

**Course Contents**
Concepts and tools to be covered include content distribution platforms such as blogs and content management systems, open source, digital mapping and its impact on journalism, multimedia and cross-media reporting, and leveraging social networks for reporting.

**Level of Course**
Bachelor’s, Intermediate

**Readings**
Study materials of AAU

**Teaching Methods**
Lecture, discussion, practice

**Assessment Methods**
Exam

**Language of Instruction**
English

**Mode of Delivery**
Face to face

**Recommended Optional Program Components**
None

**JRN 290 History of Broadcasting / Media**

<table>
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<tr>
<th>Course code:</th>
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<tbody>
<tr>
<td>Lecturer</td>
<td>David Vaughan, M.A.</td>
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<tr>
<td>Semester</td>
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Learning Outcomes
Upon successful completion of the course, students will be able to:
- Interpret the history of broadcasting and its revolutionary impact on the history of the media
- Comprehend radio and look at how it transformed American and European society between the two world wars
- Understand how the radio became the tool of mass communication, propaganda and counter-propaganda, transforming not only the way that news was reported and heard, but also every aspect of the way politicians behaved
- Overview a major impact radio had on events leading up to World War II.

Prerequisites
None

Course Contents
The new age of the electronic media, Political versus Public Airwaves, Battles on the Airwaves,

Level of Course
Bachelor’s, Intermediate

Readings
“Battle for the Airwaves”, David Vaughan, 2008
“This is Berlin”, William L. Shirer, 1999
“Speeches of Joseph Goebbels 1933-1945” (in particular “Radio as the Eighth Great Power”, August 18, 1933)
“BBC Producers’ Guidelines”, http://www.bbc.co.uk/guidelines/editorialguidelines/

Teaching Methods
Lecture, discussion

Assessment Methods
Mid-term exam, final exam
Prerequisites
None

Course Contents
How a journalist sees the world; History of world news, professional standards, and the mission of media; The history and philosophy of RFE/RL and its original role in the Cold War as compared to that of other broadcasters; history of RFE/RL and BBC Czechoslovak, and other CE/EE broadcasting; International and Czech media after the Cold War (RFE/RL, BBC, Deutsche Welle, Czech Public Radio, Czech Public TV, TV Nova, TV Prima); New global and local challenges for the Czech media: modern conflicts, terrorism, the Islamic-Western divide, the new EU context, domestic political and financial pressure groups, alternative dissemination of information; disinformation; How do Czech, Central-European and international media cover news in a multicultural world in times of globalization; how the media shapes attitudes toward environment; Difficult topics: ethnic, religious sensitivities—media responsibility to society; The workings of RFE/RL and approaches of the Czech media; A close look at leading international and Czech journalists’ work. The role of media personality; Ethics: truth in media vs. propaganda; American and European approach to journalism: where does the Czech journalism stands; World and domestic Czech news in broadcasting and in print media; An informed society: the new challenge of increasing information flow.

Level of Course
Bachelor’s, Intermediate

Readings
Taking sides. Clashing Views on Controversial issues in Mass Media and Society. ed. by A.&J. Hanson, Guilford: Dushkin Publishing Group, 1995

Teaching Methods
Lecture, discussion

Assessment Methods
Mid-term exam, final exam, short quizzes

JRN 323 International Journalism

Course code: JRN 323
Semester: 1 or 2
Year of study: 3
Course type: req. /opt.: B.A. in JC
Hours p. week: 3
ECTS credits: 6

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Identify and use international reporting and writing techniques from leading practitioners
- Critique peer reporting and writing assignments in workshop critique sessions
- Identify necessary sources and research in international journalism assignments
- Place current international journalism into the larger context of the field’s history.

Prerequisites
JRN 200

Course Contents
Introduction To International Journalism, Historic Roots, 19th Century Foreign Correspondents, Reporting From 1920s Turkey and 1930s Yugoslavia, Reporting From the Spanish Civil War, Reporting from Colonial North Africa, Reporting From the Vietnam War, Reporting From Ex-Yugoslavia, Reporting From
the New Russia I, Reporting From the New Russia II, Reporting From the Arab Spring I: Anthony Shadid in Syria, Reporting From the Arab Spring, Reporting from the Czechoslovak, Czech and Slovak republics.

**Level of Course**
Bachelor’s, advanced

**Readings**
Two Case Studies in War Reporting: Italy 1525 and Afghanistan 2009
Stephens, Chapter 9: “The First Newspapers”
Mark Twain, *A Tramp Abroad* (1880), “The Awful German Language”
Mark Twain, “Stirring Times in Austria” and “Concerning the Jews” (1897)
Richard Harding Davis, “The Death of Rodriguez”
Ernest Hemingway, *Byline* pp. 49-60
Rebecca West, *Black Lamb and Grey Falcon*, “Sarajevo” parts I-VII, pp. 293-392
Ernest Hemingway, *Byline* pp. 257-297
Martha Gellhorn, “High Explosive For Everyone”
George Orwell, “Marrakech”
Ward Just, “Reconnaissance”
Michael Herr, *Dispatches* (“Khe Sanh”)  
Gloria Emerson, “Copters Return From Laos With the Dead”
Slavenka Drakulic, *Balkan Express*, Chapters 8-12
David Remnick, *Resurrection: The Struggle For A New Russia*, Chapters 1-2 (pp. 3-83)  
David Remnick, *Resurrection: The Struggle For A New Russia*, Chapter 9 (pp. 260-291)
Anthony Shadid, selected *New York Times* reporting from Syria, 2011-12
Alan Levy, *Rowboat To Prague*, Chapters 12-14 (pp. 307-355)

**Teaching Methods**
Lecture, discussion

**Assessment Methods**
Mid-term exam, final exam

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**JRN 351 Media & Shaping Public Opinion**

**Seminar – Opinion Writing**

**Course code:** JRN 351

**Semester:** 1 or 2

**Year of study:** 2 or 3

**Course type:** elective: BA in PS, JC

**Hours p. week:** 3

**ECTS credits:** 6

**Lecturer**
Iva Skochová, M.S  
Assoc. Prof. Candace Perkins Bowen

**Learning Outcomes**
See Course Contents

**Prerequisites**
None

**Course Contents**
This course is designed to show students how journalists can use reporting and writing skills to persuade their readers. Because much of what journalists do should be objective and not contain their personal opinion, this is a shift of gears for anyone who has studied journalistic writing. However, this course will emphasize how reporting – gathering information to support the aims of the publication or writer and presenting it clearly – can, should and does have impact and make a difference to an audience and to society.

**Level of Course**
Bachelor’s Advanced

**Readings**
Will be provided in the classroom

**Teaching Methods**
See Course Contents

**Assessment Methods**
Mid-term exam, Final exam
JRN 385 Editing and Ethics in an Age of Instant News

Lecturer
Andrew Giarelli, Ph.D.

Learning Outcomes
Upon successful completion of this course, the students will be able to:
- Comprehend and have a clear understanding of the range of issues facing a contemporary news editor.
- Understand and analyze news writing for correct grammar and punctuation, clarity, fairness and balance.
- Place in context and lend perspective to legal and ethical issues in journalism.
- Apply broadened awareness of ethical issues to real-world cases in which the student is reporter or editor.

Prerequisites
TOEFL iBT 71

Course Contents
Today’s news editor works in a multi-platform environment and faces an unprecedented range of stylistic, legal and ethical challenges. This course will treat those challenges as a whole, because that is how editors face them on any given day: editing for accuracy and clarity, editing for fairness and balance, editing to avoid legal and ethical improprieties. We will start with line and style editing, with emphasis on grammar, punctuation and tight writing. Then we will work on story and concept editing, including how to ensure fairness and balance in reporting controversial issues. Finally we will explore a range of case studies involving ethical and legal journalism dilemmas.

Level of Course
Bachelor’s, Advanced

Readings
Newspaper The Prague Monitor, Prague Morning

Teaching Methods
“news editing lab”, case studies

Assessment Methods
Attendance and class participation, home assignments, mid-term, final test, team presentation, quizzes

JRN 394 Thesis Seminar (for Humanities & Journalism)

See HSS 398

LBS 210 Introduction to Business Law

Lecturer
Radka MacGregor Pelikánová, MBA, LL.M., Ph.D.

Course code: LBS 210
Semester: 1 or 2
Year of Study: 1
Course Type: required: B.A. in BA
Hours p. week: 3
ECTS-Credits: 6
Learning Outcomes
Upon successful completion of this course, students will be able to:
- Comprehend and have a clear understanding of the law and its functions, basic legal concepts, legal systems and legal disciplines with a business impact, and this within the Common law tradition as well as Continental (civil law) tradition and distinguish between various approaches based on cultural, economic and political contexts
- Understand and analyze critical challenges and issues related to the law per se as well as legal systems and legal disciplines
- Place in context and lend perspective to the acquired knowledge and skills, enhance awareness about critical issues, to improve capacity to identify the most important aspects, and to provide basic evaluation skills
- Exhibit an enhanced awareness and demonstrate a strong foundation to make educated decisions in the business field.

Prerequisites
None

Course Contents
This course gives a general overview of law and legal systems. It covers the nature and sources of law, court systems, and the substantive areas of constitutional law, contracts, torts, criminal law, contracts, agency, and property from and within the EU as well as USA perspective. The course is geared towards providing students with a basic knowledge of all aspects of the law, critical legal thinking, and a comparative approach to the civil and common law systems. Emphasis is placed on a good overview and understanding of most practical legal issues related to business conduct, i.e. on the legal framework and its application to domestic, national, and international commerce.

Level of Course
Bachelor’s, Introductory

Readings
Required reading:

Recommended reading:

Teaching Methods
The lectures will be interactive and strongly practically oriented. They will be complemented by case studies and issue presentations initiated by the students and covered by a class discussion. The basic concepts and rules will be presented in a concise and organized manner along with practical examples and with expected informal discussions. Considering the large reach of this course, the active participation and home preparation of students is absolutely instrumental. Regular attendance and on time completion of homework is required.

Assessment Methods
Quizzes, exam, project, presentations
LBS 502 Law & Business of Fashion

Course code: LBS 502

Semester: 1 or 2
Year of Study: 2 or 3
Course Type: Elective: MABLIM
Hours p. week: 3
ECTS-Credits: 6

Learning Outcomes
Upon successful completion of this course, students will be able to:

- Critically analyze fashion-specific legal advice to meet the challenges of issues facing fashion companies in international contexts;
- Understand the concept of luxury in the global luxury goods market and critically analyze the different luxury business models and growth strategies suitable for mature and/or emerging luxury goods markets;
- Appraise the concept of creativity applied to fashion and luxury products and evaluate how companies manage product design, manufacturing processes, commercialization and promotion options in a sustainable way;
- Research and evaluate case studies where the development of an ethical approach to the market has increased brand value;

Prerequisites
Business law or fashion industry experience

Course Contents
The international expansion of luxury and fashion products demands that fashion professionals gain knowledge of the essential laws/legal procedures involved in operating a fashion business, as the creation, production, sales and promotion of the fashion product takes place in many jurisdictions around the world, where the laws are as diverse as the countries themselves.

The course will be taught through the use of practical based lectures and workshops, participants will analyze the essential laws/legal procedures that affect the fashion business, including, but not limited to, commercial and company law, intellectual property law, trademark law, employment and labor law, licensing, merchandising, import and export law, distribution agreements, safety, sustainability and consumer protection issues.

Participants will also gain knowledge of the technical and theoretical concepts they need to advise and develop a fashion company strategy, including the development of the fashion business supply chain and sale of the fashion product, evaluated from a US and European prospective. It will also be likely that some participants in the course, who are currently working in the fashion industry, will bring their real-life experiences to the course that will enrich their own performance within a fashion business; newly acquired knowledge from the world of fashion will inform their skills in the field. Including the knowledge to inform start-ups in the fashion industry, while contributing to the overall improvement of fashion law.

Level of Course
Master’s Advanced

Readings

Recommended Materials
Fashion Industry Law Website: http://fashionindustrylaw.com/resources/
Council of Fashion Designers of America: http://cfda.com/about
British Fashion Council: http://www.britishfashioncouncil.com
The Fashion Group Intl.: http://www.fgi.org
Fashion Incubator: http://fashion-incubator.com/about/
Fashion law blog (counterfeiting): http://counterfeitchic.com
Learning Outcomes
Upon successful completion of this course, students will be able to:
- Gain the background in business law that will enable students to identify and understand legal problems frequently encountered in various fields of business
- Understand the main principles and role of law for business
- Strengthen understanding of the differences between the legislation in the USA, UK and the Czech Republic
- Apply the acquired knowledge to situations in international business environment.
- Have an understanding of the basic principles of business law

Prerequisites
None

Course Contents
The course deals with basic principles of Business law in connection with everyday practice in the life of a manager. Students will be introduced to judicial review and decision of key cases, statutes and other statutory provisions with special emphasis dedicated to current situation in United States, United Kingdom and the Czech Republic. The main aim of this course is to provide students with knowledge related to contract theory, corporations and other business organizations, securities regulations, investments, mergers and acquisitions etc. Successful graduate should be able not just to merely distinguish theoretical approaches but he should be capable to applying these either in Czech or more importantly in international business environment.

Level of Course
Master’s, Advanced

Readings
The Oxford Handbook of Legal Studies by Cane P. and Tushned M. eds. Oxford 2003

Teaching Methods
Lecture, discussion of cases

Assessment Methods
Midterm exam, tests, final exam

LBS 540 Law of Business Contracts

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<td>Semester:</td>
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<td>Year of Study:</td>
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<td>Course Type:</td>
<td>required: MABLIM</td>
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<td>Hours p. week:</td>
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<td>ECTS-Credits:</td>
<td>6</td>
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Lecturer
Radka MacGregor Pelikánová, MBA, LL.M., Ph.D

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Comprehend and have a clear understanding of the basic legal framework of obligations and contracts within the Common law tradition as well as the Continental (civil law) tradition and principal conditions, requirements and features with respect to contract types, especially those generally applied with business relations
- Understand and analyse critical challenges and issues related to negotiation, conclusion, performance, and enforcement of contracts, especially those common within business relations
- Place in context and lend perspective to the acquired knowledge and skills and enhance awareness about critical issues, so as to improve their capacity to identify most important aspects, and to provide basic evaluation skills.

Prerequisites
None

Course Contents
This course acquaints students with the content and application of common and civil law, equitable and statutory rules relating to enforceable agreements and puts those rules in their practical and social perspective. Although the course is not concerned with the various statutory modifications made with respect to specific classes of contract (eg employment, land, consumer finance etc.), which are dealt with in other courses, an understanding of the basic conception of a contract is vital not just as a starting point for those statutory models but also for an understanding of everyday commercial agreements. The following topics will be covered: Creation and content of a contract (formation, privity, agency, terms); statutory remedies for misleading and deceptive conduct in trade and commerce; misrepresentation; unconscionable dealing; improper pressure; performance and discharge of obligations (performance, breach, frustration, variation and discharge by agreement); and remedies (enforcement, compensation, restitution).

Level of Course
Master’s, Advanced

Readings
Required reading:
Recommended reading:

Teaching Methods
Lecture, analysis of cases

Assessment Methods
Midterm exam, project, final exam

### LBS 610 EU Law

#### Lecturer
Charlie V. Lamento, J.D.
Pietro Andrea Podda, M.A., Ph.D.

#### Course code: LBS 610

| Semester: | 1 |
| Year of Study: | 2 |
| Course Type: | required: MABLIM |
| Hours p. week: | 3 |
| ECTS-Credits: | 6 |

#### Learning Outcomes
Upon successful completion of this course, students will be able to:
- Identify private remedies in a national court setting and before the ECJ
- Analyze the position of private persons within the EU law and their possibilities to use this law in defense of their rights and legitimate interest,
- Understand EU judiciary, its structures, powers and procedures,
- Contextualize EU law enforcement in practice
- Comprehend leading principles and cases of EU law of Single Market of the EU,
- Systematize basics of selected EU policies
- Understand EU law enforcement in practices (case solutions)
- Appreciate practical importance of the law of the EU Single Market for companies

#### Prerequisites
None

#### Course Contents
This course will provide a basic working knowledge of European Union Law; the course will move to provide an in-depth overview into those major EU policies with a strong impact on economics and business. At the end of the course, students are expected to be familiar with the legal basis of those EU policies dealt with, to understand their impact on business and economics, to apply the notions acquired in their professional life and to develop a critical awareness of the topics studied. The lecturer will test these skills.

#### Level of Course
Master’s, Advanced

#### Readings

**Required reading:**

**Recommended reading:**

#### Teaching Methods
Lecture, discussion

#### Assessment Methods
Midterm exam, tests, project, final exam
LBS 640 Protection of Economic Competition

Course code: LBS 640
 Semester: 2
 Year of Study: 2
 Course Type: required: MABLIM
 Hours p. week: 3
 ECTS-Credits: 6

Lecturer
Pietro Andrea Podda, M.A., Ph.D.

Learning Outcomes
Upon successful completion of this course, students will be able to:

- Understand competition policy and relevant concepts like i.e. competitor, relevant market, market power, restriction of competition
- Understand and be able to define and critically analyze all main types of competition policy infringements (i.e. cartels, abuse of dominant position, state aids), to compare EU and US standard approaches
- Being able to apply Competition rules to real business-life situations, avoiding behaviors which could bring the company under the lens of anti-competitive authorities
- Assess, analyze and solve typical antitrust cases according to principles and standards of EU and US competition law
- Identify a research topic
- Survey the literature
- Draw and defend appropriate conclusions
- Present references according to the Harvard style

Prerequisites
None

Course Contents
This course familiarizes students with the regulation of economic competition mainly in the EU (whose rules apply also to the Czech Republic) and the USA. Students should acquire deep knowledge of the regulation of cartel agreements, abuse of dominant position, concentrations and state aids. Students could apply the acquired knowledge to real-business situations. This course will enable students to operate safely when working with large companies as well as when transacting with them, as clients, suppliers or partners.

Level of Course
Master’s, Advanced

Readings

Required reading:

Recommended reading:
Competition Law review at http://www.clasf.org/CompLRev/downloads/TitleIndex.htm

Teaching Methods
Lecture, discussion

Assessment Methods
Midterm exam, project, final exam
LEG 101 Introduction to Law

Course Code: LEG 101
Semester: 1
Year of Study: 1
Course Type: GEC
Hours p. week: 3
ECTS-Credits: 6

Lecturers
Carollann Braum, LL.M., J.D.

Learning Outcomes
Upon successful completion of this course, students will:
- Have a general but working knowledge of the fundamental fields of the law
- Be introduced to the nature, sources, aims, terminologies and functions of the law
- Be acquainted with the primary areas of the law
- Be able to comprehend and apply statutes and case law
- Be prepared for the study of particular legal branches

Prerequisites
None

Course Contents
The general areas of the law that are most relevant and affect daily interactive relations: the basic orientation in legal problematic, basic necessary theoretical background, basic concepts and terminology, understanding of the various service of processes and hierarchy of courts, (with particular emphasis on the comparison between administrative and judicial functions), under both Continental European legal system and Common law.

Level of Course
Bachelor, Introductory

Readings

Teaching Methods
Lecture, seminar, discussion, case briefing, research in the computer lab

Assessment Methods
Written midterm assignment, written final exam

LEG 106 Legal English

Course Code: LEG 106
Semester: Full year
Year of Study: 1
Course Type: AAU supplemental LL.B.
Hours p. week: 3
ECTS-Credits: 12

Lecturer
Jennifer Fallon, J.D.

Learning Outcomes and Objectives
Upon successful completion of this course, students will:
- Be familiar with legal terminology and legal writing
- Have explored legal writings from different systems while developing their analytical skills
- Be prepared to successfully undertake international legal english certification exam
- Have produced a number of writings to evidence the development of their analytical and reasoning skill
- Be able to demonstrate appropriate usage of legal language and terminology from a variety of topics as well as develop and implement their research, presentation and group skills.

Prerequisites
None

Course Contents
This course will introduce and familiarize students with both written and spoken legal English, expanding not only their general language abilities, but also giving them the opportunity to advance their technical skills and identify the differences between the UK, US, and other international systems’ usage of legal
terminology. It will serve as a complement to the first year core legal classes. The general topics to be covered over the course of the year include: Introduction to the types of Law; Company Formation, Management and Capitalization; Contract Formation, Breach and Remedies, Assignment, Third-parties; Employment law; Real Property; Intellectual Property; Secured Transactions; Debtor/Creditor; Competition Law; understanding and simplifying “legalese” and interpreting legal writing.

Level of Course
Introductory

Readings
Black’s Law Dictionary

Teaching Methods
Lecture, discussion, seminars, reading, audio/visual presentations

LEG 206 Moot Court

Course Code: LEG 206
Semester: 2 semester course
Year of Study: 2/3
Course Type: AAU supplemental req: LL.B.
Hours p. week: 3
ECTS-Credits: 10

Learning outcomes:
Upon successful completion of this course, students will:
- Be proficient in using relevant research sources in EU and Public International Law, including primary and secondary EU legislation, international treaties, law journals and other sources and tools (including electronic research tools such as WestLaw)
- Be able to critically analyze a case / fact pattern, prepare written memorials while correctly identifying and respecting the main procedural and substantive issues of the case
- Be proficient in oral presentation skills in the context of a moot court competition.

Prerequisites
Progression to second year courses or permission of the instructor

Course Contents
This course is focused on research and writing in preparation for an international moot court competition. Students will learn and apply legal research skills; further develop substantive law skills in the field of EU and Public International Law; master oral presentation skills in a moot court environment. The general aim of the course is to allow students to master the skills required to participate in an international moot court competition. Support will be provided for the local competitions. Additional fees may apply for remote competitions.

Level of Course
Bachelor’s, Intermediate

Readings
Spillane, M. International Moot Court: an introduction,
Gaubatz, J. The Moot Court Book: A Student Guide to Appellate Advocacy (Contempory Legal Education Series)
Murray, M., DeSanctis, C., Advanced Legal Writing and Oral Advocacy: trials, appeals and moot court

Teaching Methods
Lectures, Exercises, Discussions and Practice Moot Court

Assessment Methods
Research and writing assignments, written pleadings and oral presentation in a moot court setting
LEG 216 Law of Torts

Course Code: LEG 216
Semester: Full year
Year of Study: 1
Course Type: required: LLB
Hours p. week: 3
ECTS-Credits: Issued by UoL

Lecturer
Carollann Braum, LL.M., J.D.

Learning Outcomes
- Students will be able to identify, discuss and distinguish the scope and function of tort law, the bases of liability; the interests protected by tort law and recent developments in the area.

Prerequisites
Minimal Progression to Final Part I

Course Contents
This course will introduce and elaborate upon the scope and function of the law of torts, the bases of liability and the interests to be protected through the law of torts. Studies will cover negligence, duty, breach, causation and remoteness of damage; negligent infliction of person injuries; assessment of damages; occupier’s liability; employer’s liability; product liability; negligent infliction of other physical damage and economic loss; negligent misstatements; assault, battery, false imprisonment and other intentional physical harm; interference with economic interests; nuisance; liability for animals, defamation; vicarious liability; the effect of death on liability; and defences.

Level of Course
Finals Level

Readings
Core Text
Materials, statutes and study packs are developed and distributed by the University of London and are also available to all enrolled students through the Virtual Learning Experience

Teaching Methods
Lecture, discussion, seminars, reading, presentations

LEG 236 EU Law

Course Code: LEG 236
Semester: Full year
Year of Study: 1
Course Type: required: LL.B.
Hours p. week: 3
ECTS-Credits: Issued by UoL

Lecturer
Pietro Andrea Podda, Ph.D.

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Identify the various EU institutions and elaborate upon the impact of these institutions in regards to national law, business enterprises and individuals.

Prerequisites
Minimal Progression to Final Part I

Course Contents
This course will take students through the various EU institutions; explore constitutional and administrative law; judicial remedies and review; EU law and national law; the impact on business enterprises through the free movement of goods and effectiveness of competition policies; and the effect on individuals though the free movement of workers; freedom of establishment and services and the freedom from discrimination.

Level of Course
Finals Level

Readings
Materials, statutes and study packs are developed and distributed by the University of London and are also available to all enrolled students through the Virtual Learning Experience

Teaching Methods: Lecture, discussion, seminars, reading, presentations
**LEG 251 Property Law**

<table>
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<tr>
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<tr>
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<tr>
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<tr>
<td>Hours p. week:</td>
<td>3</td>
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<td>ECTS-Credits:</td>
<td>Issued by UoL</td>
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**Lecturer**
TBA

**Learning Outcomes**
Upon completion of this course, students will be able to:
- Identify and distinguish the components of the doctrine of tenures and estates; discuss unregistered and registered conveyance; landlord/tenant and lease/license issues; easements; covenants; mortgages and adverse possession.

**Prerequisites**
Minimal Progression to Final Part I

**Course Contents**
This course will address the general principles of land law, starting with the definition of land and moving on to the doctrine of tenures and estates; conveyance; trusts of land under the Trusts of Land and Appointment of Trusts Act 1996; co-ownership; landlord tenant issues; licenses, revocability and enforceability against third parties; proprietary estoppel; easements; covenants running with free-hold estates; mortgages and adverse possession.

**Level of Course**
Finals Level

**Readings**
Materials, statutes and study packs are developed and distributed by the University of London and are also available to all enrolled students through the Virtual Learning Experience

**Teaching Methods**
Lecture, discussion, seminars, reading, presentations

**LEG 254 Jurisprudence and Legal Theory**

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<tr>
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<td>Semester:</td>
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**Lecturer**
Doc. Dr. Jiří Kašný, Th.D.

**Learning Outcomes**
Upon successful completion of this course, students will be able to:
- Elaborate upon the nature of jurisprudence; discuss legal positivism, the Hart-Fuller debate, Dworkin’s criticism; moral theory; natural law; legal reason, and give an in-depth analysis of select legal texts.

**Prerequisites**
Minimal Progression to Final Part I

**Course Contents**
This course will address the nature of nature of jurisprudence, the theory and idea of definition; relevance of language and ideology; legal positivism and its critics; moral and theory and law; legal reasoning including Dworkin’s theory of law as integrity. Dworkin’s methodology. Hohfeld’s analysis of legal rights; social theory and critical accounts of law including the American Critical Legal Studies movement, Marxist theories of law and state; feminist jurisprudence; and will also undertake an in depth analysis of a text preselected by the examiners.

**Level of Course**
Finals Level

**Readings**
Materials, statutes and study packs are developed and distributed by the University of London and are also available to all enrolled students through the Virtual Learning Experience
Teaching Methods
Lecture, discussion, seminars, reading, presentations

LEG 317  Equity and Trusts
Course Code:  LEG 317
Semester:  Full year
Year of Study:  1
Course Type:  required: LL.B.
Hours p. week:  3
ECTS-Credits:  Issued by UoL

Lecturer
James Howard Chapman, B.F.A.

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Define and distinguish trusts from other legal concepts; discuss the classification and creation of trusts and of equitable rights and remedies arising out of trust-related issues.

Prerequisites
Minimal Progression to Final Part I

Course Contents
This course will address the creation, requirements and distinctions of the various types of trusts with a focus on the underlying issues of express private trusts; charitable trusts; implied and resulting trusts; constructive trusts; the appointment, retirement and removal of trustees; trustees’ powers and duties; remedies and liabilities for a breach of trust.

Level of Course
Finals Level

Readings
Materials, statutes and study packs are developed and distributed by the University of London and are also available to all enrolled students through the Virtual Learning Experience

Teaching Methods
Lecture, discussion, seminars, reading, presentations

LEG 341  Commercial Law
Course Code:  LEG 341
Semester:  Full year
Year of Study:  2/3
Course Type:  elective: LL.B.
Hours p. week:  3
ECTS-Credits:  Issued by UoL

Lecturer
Scott Prange, J.D.

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Students will be able identify and discuss the components of agency; the sale of goods; international sales contracts; and payment.

Prerequisites
Minimal Progression to Final Part I

Course Contents
This course will take focus on the sale of goods and related laws. Students will understand the term agency, the rights and obligations owed by principles, by agents for a third party and by a third party to agents; the sale of goods and the Sale of Goods Act 1979; the passing of risk and property; acceptance; breach of a sale contract; remedies; the characteristics and distinctions of cif and fob contracts; the usage of electronic documentation and the effect on international agreements; payment and credit issues.

Level of Course
Finals Level

Readings
Materials, statutes and study packs are developed and distributed by the University of London and are also available to all enrolled students through the Virtual Learning Experience

Teaching Methods
Lecture, discussion, seminars, reading, presentations
**LEG 390  Dissertation**

**Course Code:** LEG 390  
**Semester:** Full year  
**Year of Study:** 3  
**Course Type:** elective: LL.B.  
**Hours p. week:** 3  
**ECTS-Credits:** Issued by UoL

**Lecturer**  
Carollann Braum, LL.M., J.D.

**Learning Outcomes**
- Students will produce a 10,000 word dissertation.

**Prerequisites**
Minimal Progression to Final Part I

**Course Contents**
This course will provide support and guidance and students select a dissertation topic, isolate their research, produce their final work product and prepare for their written examination.

**Level of Course**
Finals Level

**Readings**
Materials, statutes and study packs are developed and distributed by the University of London and are also available to all enrolled students through the Virtual Learning Experience

**Teaching Methods**
Lecture, discussion, seminars, reading, presentations

**LIT 282  Theatre and Politics**

**Course code:** LIT 282  
**Semester:** 1 or 2  
**Year of study:** 2 or 3  
**Course type:** req./opt.: B.A. in HSC  
**elective: B.A. in PS**  
**Hours p. week:** 3  
**ECTS credits:** 6

**Lecturer**  
Doc. Ondřej Pilný, Ph.D.

**Learning Outcomes**
Upon successful completion of the course, students will be able to:
- Comprehend and have a clear understanding of how contemporary drama and theatre interact with political reality.
- Understand the principal modes of modern theatre, such as naturalism, epic theatre, and the theatre of the absurd, and be able to trace their legacies in the work of contemporary playwrights.
- Place in context and lend perspective to the work of prominent European, North American, and Latin American playwrights.
- Demonstrate improved skills of critical thinking, close reading, oral presentation, academic writing, and independent research.

**Prerequisites**
None

**Course Contents**
The course examines the depiction of political issues such as colonialism, totalitarianism, controversies concerning US domestic and international policies, and terrorism in twentieth- and twenty-first-century theatre. It also aims to discuss the role that theatre might play as a form of cultural intervention in these issues.  
The exploration of theatre and politics is based on an introduction to principal styles and genres of modern theatre that contemporary playwrights may use to address their themes, such as naturalism, epic theatre, and the theatre of the absurd. Influences of these styles are traced in recent European, American and Latin American plays, and are followed by a discussion of new theatrical genres, for instance, the monologue play or verbatim drama.

**Level of Course**
Bachelor’s Intermediate
Readings

Teaching Methods
Lectures, discussions, screenings of productions of extracts, discussions over theatre productions

Assessment Methods
In-class participation, in-class presentation, final test, final essay

**LIT 356 Advanced Seminar in Poetry**

<table>
<thead>
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<th>Course code:</th>
<th>LIT 356</th>
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<td>Semester:</td>
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**Lecturer**
Stephan Delbos, M.A.

Learning Outcomes
Upon successful completion of the course, students will be able to:
- Examine 20th century American poetry as a continuous lineage with an emphasis on the interconnectedness among different strains of American poetry, including Modernism, the Harlem Renaissance, the Confessional Poets, the New York School and the Beats.

Prerequisites
None

Course Contents
The roots of modern American poetry; poetic cross-pollination between the U.S. and France; Modernist revolution; the Harlem Renaissance; Confessional poetry; the New York School; the poets’ roles in politics and American poetry; the Deep Image School; the Berkeley Renaissance; Beats, their influence and importance.

Level of Course
Bachelor’s, Advanced

Readings

Teaching Methods
Lecture, discussion

Assessment Methods
Written assignments, presentation, exam

**LIT 406 / 506 Václav Havel: Theatre, Politics and Dissent**

<table>
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<tr>
<th>Course code:</th>
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<td>Semester:</td>
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<td>Year of study:</td>
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<td>Course type:</td>
<td>req./opt.: B.A. in HSC, PS / elective: M.A. in HUM</td>
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<td>Hours p. week:</td>
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**Lecturer**
Doc. Ondřej Pilný, Ph.D.
Learning Outcomes
Upon successful completion of the course, students will be able to:
- Comprehend and have a clear understanding of Václav Havel’s work as a playwright in the broader context of European theatre, and as a political activist and politician.
- Understand the position of Václav Havel’s thought in the context of twentieth-century politics and philosophy.
- Understand the nature of everyday life in the totalitarian regime of communist Czechoslovakia.
- Comprehend the nature of political dissent in Czechoslovakia, including the role of anti-communist intellectuals, pre-1968 reform communists, and radical rock musicians.
- Comprehend the importance of the production context of drama for the creation of meaning, as instantiated by the interpretation of the theatre of the absurd on either side of the Iron Curtain.

Prerequisites
None

Course Contents
The primary objective of the course is to introduce the students to Václav Havel, a central figure of the Velvet Revolution in 1989, as Czechoslovakia’s first post-communist president, and prior to this a leading political dissident and avant-garde playwright. Havel’s early absurdist plays are viewed in association with the work of prominent European playwrights such as Samuel Beckett, whose work Havel helped to introduce in Czechoslovakia, and Tom Stoppard, who has acknowledged a debt to Havel’s drama. The course outlines Havel’s involvement as a dissident after the 1968 invasion of Czechoslovakia by the Warsaw Pact, and discusses his removal from the public sphere by the totalitarian regime. Havel’s work as a political dissident is traced through the reading of selected essays and petitions, including his letter to President Husák and the Charter 77 declaration. The latter is read in its broader context of the coming together of various strands of political dissent due to the persecution of the rock band The Plastic People of the Universe. Finally, Havel’s official career as a politician is outlined, from his role as a founding member of the Civic Forum in 1989, through two terms in office as President, up to his retirement from top politics and return to creative writing. Throughout, Havel’s career is perceived on the backdrop of life in Czechoslovakia, through the mild thaw of the 60s, a return to totalitarianism in the 70s and 80s, up to the liberal atmosphere of the Velvet Revolution, with the objective to facilitate a better understanding of everyday life in these periods.

Level of Course
Bachelor’s Advanced / Master’s

Readings
Václav Havel, selected plays, selected essays, Letters to Olga; Samuel Beckett, Catastrophe; Tom Stoppard, Rock'n'Roll; the Charter 77 Declaration and other petitions; Michael Žantovský, Havel. A Life; Martin Esslin, The Theatre of the Absurd.

Teaching Methods
Lectures, discussions, screenings of documentary material, field trips

Assessment Methods
In-class participation, in-class presentation, final test, final essay

LIT 460 Interdisciplinary Seminar in Romanticism

| Course code: | LIT 460 |
| Semester: | 1 or 2 |
| Year of study: | 1 or 2 |
| Course type: | req./opt. |
| Lecturer: | Doc. Douglas S. Dix, Ph.D. |
| Hours p. week: | 3 |
| ECTS credits: | 6 |

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Comprehend the primary intellectual, cultural and socio-historical currents that led to the inception, evolution, and flourishing of Romanticism across a wide variety of regions and national cultures in Europe in the late 18th and first half of the 19th Centuries.
- comprehend the meaning of a wide variety of key works of Romanticism, and how these works influenced later writers and other cultures, continuing to play a role up to the present moment
- comprehend how Romanticism was both a continuation of and reaction to the Enlightenment epoch, and how key threads within Romanticism would lead to early Modernism

Prerequisites
None

Course Contents
Zeitgeist; Age of Romanticism and its historical and theoretical background; Rousseau, Kant, and Herder; Johann Wolfgang von Goethe, Friedrich Holderlin, Novalis, William Blake, William Wordsworth, Samuel Taylor Coleridge, Lord Byron, John Keats, Percy Bysshe Shelley, Mary Shelley, Karel Hynek Mácha, Aléksandr Pushkin and Emily Bronte.

Level of Course
Bachelor’s

Readings
Required reading:

Recommended reading:

Teaching Methods
Lecture, extensive reading, discussion

Assessment Methods
Written assignments, essay

LIT 461 Interdisciplinary Seminar in Modernism

Course code: LIT 461
Semester: 1 or 2
Year of study: 1 or 2
Course type: req./opt.: B.A. in VAS
Hours p. week: 3
ECTS credits: 6

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Demonstrate a clear grasp of a wide variety of forms of European and American modernism in art and literature, including all the major “-isms” (i.e. Expressionism, Cubism, Surrealism, Abstraction, etc.) – both self-declared and designated by later critics and historians
- Comprehend the aesthetic, socio-historical, political, philosophical, and scientific factors that played a role in the advent of modernism, and to understand how modernism was a reaction to modernity
- Understand the meanings of several key modernist visual and literary texts, and to understand what was at stake in their art for the modernist authors and artists we will study
Prerequisites
None
Course Contents
Modernism was the first cultural movement that was truly international: based in several key cities (Paris, London, New York, Berlin, Vienna, Zurich, Munich, Prague), it attracted expatriates from many other countries (for example, Joyce, Kandinsky & Rilke to Paris; Lorca, Duchamp & Stravinsky to New York), and a myriad of intercultural exchanges occurred as a result of these interconnections. This seminar will explore the evolution of modernism (from pre-modernism to high modernism to late modernism), the socio-historical elements of modernity which gave rise to modernism, several key exemplars of modernism from a different cultures, and the influence of various forms of modernism that are still with us today. Our emphasis will be on the literary and artistic avant-gardes (and the relationship between them), but we will also be considering modernist architecture, music, and cinema.

Level of Course
Bachelor’s

Readings
Required reading:
Recommended Reading:
Teaching Methods
Lecture, extensive reading, discussion
Assessment Methods
Written assignments, essay

LIT 506 Václav Havel: Theatre, Politics and Dissent
See LIT 406
**LIT 556  Advanced Seminar in Poetry**

Course code: LIT 556

Semester: 1 or 2
Year of study: 1 or 2
Course type: elective: M.A. in HUM
Hours p. week: 3
ECTS credits: 6

**Lecturer**
Stephan Delbos, M.A.

**Learning Outcomes**
Upon successful completion of the course, students will be able to:
- Examine 20\(\text{th}\) century American poetry as a continuous lineage with an emphasis on the interconnectedness among different strains of American poetry, including Modernism, the Harlem Renaissance, the Confessional Poets, the New York School and the Beats.

**Prerequisites**
None

**Course Contents**
The roots of modern American poetry; poetic cross-pollination between the U.S. and France; Modernist revolution; the Harlem Renaissance; Confessional poetry; the New York School; the poets’ roles in politics and American poetry; the Deep Image School; the Berkeley Renaissance; Beats, their influence and importance.

**Level of Course**
Master’s

**Readings**

**Teaching Methods**
Lecture, discussion

**Assessment Methods**
Written assignments, presentation

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**LIT 660  Advanced Interdisciplinary Seminar in Romanticism**

Course code: LIT 660

Semester: 1 or 2
Year of study: 1 or 2
Course type: req./opt. M.A. in HUM
Hours p. week: 3
ECTS credits: 6

**Lecturer**
Doc. Douglas S. Dix, Ph.D.

**Learning Outcomes**
Upon successful completion of this course, students will be able to:
- comprehend the primary intellectual, cultural and socio-historical currents that led to the inception, evolution, and flourishing of Romanticism across a wide variety of regions and national cultures in Europe in the late 18th and first half of the 19th Centuries
- comprehend the meaning of a wide variety of key works of Romanticism, and how these works influenced later writers and other cultures, continuing to play a role up to the present moment
- comprehend how Romanticism was both a continuation of and reaction to the Enlightenment epoch, and how key threads within Romanticism would lead to early Modernism

**Prerequisites**
None

**Course Contents**
Zeitgeist; Age of Romanticism and its historical and theoretical background; Rousseau, Kant, and Herder; Johann Wolfgang von Goethe, Friedrich Holderlin, Novalis, William Blake, William Wordsworth, Samuel Taylor Coleridge, Lord Byron, John Keats, Percy Bysshe Shelley, Mary Shelley, Karel Hynek Mácha, Aleksandr Pushkin and Emily Bronte.

Level of Course
Master’s

Required reading:

Recommended reading:

Teaching Methods
Lecture, extensive reading, discussion

Assessment Methods
Written assignments, essay

LIT 661 Advanced Interdisciplinary Seminar in Modernism

Course code: LIT 661

Semester: 1 or 2
Year of study: 1 or 2
Course type: req./opt.: M.A. in HUM
Hours p. week: 3
ECTS credits: 6

Learning Outcomes
Upon successful completion of this course, students will be able to:

- Demonstrate a clear grasp of a wide variety of forms of European and American modernism in art and literature, including all the major “-isms” (i.e. Expressionism, Cubism, Surrealism, Abstraction, etc.) – both self-declared and designated by later critics and historians
- Comprehend the aesthetic, socio-historical, political, philosophical, and scientific factors that played a role in the advent of modernism, and to understand how modernism was a reaction to modernity
- Understand the meanings of several key modernist visual and literary texts, and to understand what was at stake in their art for the modernist authors and artists we will study

Prerequisites
None

Course Contents
Modernism was the first cultural movement that was truly international: based in several key cities (Paris, London, New York, Berlin, Vienna, Zurich, Munich, Prague), it attracted expatriates from many other
countries (for example, Joyce, Kandinsky & Rilke to Paris; Lorca, Duchamp & Stravinsky to New York), and a myriad of intercultural exchanges occurred as a result of these interconnections. This seminar will explore the evolution of modernism (from pre-modernism to high modernism to late modernism), the socio-historical elements of modernity which gave rise to modernism, several key exemplars of modernism from a different cultures, and the influence of various forms of modernism that are still with us today. Our emphasis will be on the literary and artistic avant-gardes (and the relationship between them), but we will also be considering modernist architecture, music, and cinema.

**Level of Course**

Master's

**Readings**

**Required reading:**


**Recommended Reading:**


**Teaching Methods**

Lecture, extensive reading, discussion

**Assessment Methods**

Written assignments, essay

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**MGT 205  Business Communication**

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<td>Course Type:</td>
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<td>Hours p. week:</td>
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<td>ECTS-Credits:</td>
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**Lecturer**

Mark Wiedorn, MBA

**Learning Outcomes**

Upon successful completion of this course, students will be able to:

- Demonstrate, develop and present professional level presentations
- Demonstrate an improvement in public speaking and presentation skills
- Demonstrate and understand the use of audience analysis to adapt a message to the audience
- Write business messages and documents with clarity and precision
- Use the you-viewpoint and positive language in writing to build goodwill
- Write positive messages that are well structured and direct
- Compose tactful and courteous negative messages
- Use persuasive strategies to compose a variety of persuasive messages
- Demonstrate an understanding of communicating “brand you” in today’s business environment
- Organize and write a short report or a proposal
- Prepare and organize an effective formal presentation
- Describe what one can do to effectively communicate across cultures
- Demonstrate an understanding of Social Media and how it can be used effectively by businesses to communicate with customers
- Write and/or refine their CV, including their on “online CV”
- Demonstrate and implement an understanding of LinkedIn as a platform for communicating your personal brand
- Demonstrate and implement an understanding of the use of your blog/website for personal branding
- Demonstrate an understanding of the subtleties of cross-cultural communication
- Demonstrate cross-cultural communication skills.

Prerequisites
COM 102

Course Contents
This course explores how communication is done in business today. The goal of the course is to provide students with the communication skills needed to enter and advance successfully in a business career. The main areas of concentration for the course include: Personal Branding: Your Online CV and Profile, Presentation and Speaking Skills, The New Dialogue between Businesses and Customers. In addition, Cross Cultural Business Communication and Non-Verbal Business Communication will be examined. The goal of the course is to provide today’s student with an introduction to and development of the communication skills needed to enter and advance successfully in a business career.

Level of Course
Bachelor’s, Intermediate

Readings
Required reading:
Case studies, articles and other handouts will also be used and posted on course web site.
Power-point slides will be used during lectures. Slides will be posted on course web site usually 1-2 days before class.

Recommended reading:
A variety of articles, case studies, excerpts from various books will be provided. The materials will be stored on the course web site and available for download. Students are required to download materials as course progresses and to stay current with the readings.

Teaching Methods
Very interactive and practical approach, students will be expected to be prepared for each class and ready to contribute their experiences and thoughts, weekly assignments (short in nature, could include a brief written email or memo, a short 2-3 minute presentation), group “homework”

Assessment Methods
Midterm exam, final presentation, written assignments and quizzes

MGT 206 Communication and Presentation Skills for Global Managers
Course code: MGT 206
Semester: 1 or 2
Year of Study: 2 or 3
Course Type: Elective: B.A. in BA
Hours p. week: 3
ECTS-Credits: 6

Lecturer
Mark Wiedorn, MBA

Anglo-americká vysoká škola / Anglo-American University
Learning Outcomes
Upon successful completion of this course, students will be able to:
- Demonstrate, develop and present professional level presentations.
- Demonstrate professional level public speaking skills.
- Demonstrate and understand the use of audience analysis to adapt a message to a professional business audience.
- Demonstrate and Practice an understanding of the multiple steps involved in preparing and presenting coherent and polished messages to multiple audiences.
- Write in a professional level business “style” with clarity and precision.
- Use persuasive written, verbal and visual strategies to compose a variety of persuasive messages and other communications.
- Plan, Organize and Write a professional level business proposal/report.
- Prepare, organize and deliver an effective formal presentation (“Ted” talk)
- Demonstrate an ability to effectively communicate across cultures from a managerial perspective.
- Demonstrate an understanding and the ability to utilize effectively, the multiple platforms and media available today that managers use to communicate with a variety of audiences including customers, stakeholders, employees and others.
- Demonstrate, use and implement the various digital platforms utilized in the course.
- Demonstrate an understanding of how to choose and use particular media platforms to deliver the intended message.
- Understand and demonstrate how best to effectively communicate data, numbers and other complex forms of information.
- Place in context and lend perspective to use of visuals and graphics in communicating important business messages clearly.
- Demonstrate the knowledge of when and how to use visual, oral and written communication and how to combine them to effectively communicate with the chosen audience.
- Understand the key role of non-verbal communication for global managers.

Prerequisites
COM 101

Course Contents
One of the most important skills modern managers need is the ability to communicate clearly across multiple platforms and media to multiple audiences and cultures. The goal of the course is to provide students with the communication skills needed to do this. Students will develop and refine their oral, written, visual communication, and presentation skills through practical, professional level exercises and assignments. The main areas of concentration for the course include.

Level of Course
Bachelor’s Intermediate

Readings
The Presentation Secrets of Steve Jobs, Carmine Gallo
Presentation Zen, Garr Reynolds
Business Model Canvas (on reserve at library)
The Non-Designers Presentation Book, Robin Williams
Slide-ology, Nancy Duarte
The Elements of Persuasion, Mazwell and Dickman
How To Deliver a Ted Talk, Jeremy Donovan
Talk Like Ted, Carmine Gallo

Teaching Methods
Lectures, discussion, case study

Assessment Methods
Class Preparedness and Participation, TED ASSESSEMENTS, Ted Talk, Business Model Canvas
Group Project/Slidedoc and Presentation
MGT 207 Managerial Psychology

Course code: MGT 207
Semester: 1 or 2
Year of Study: 2
Course Type: Elective: B.A. in BA
Hours p. week: 3
ECTS-Credits: 6

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Understand fundamentals of psychology and basic psychological theories related to the practical execution of management and leadership.
- Understand the unique character of personality, use tools to identify and measure different personality types and apply the knowledge in people management.
- Understand and apply relevant concepts of intelligence, abilities, emotions, communication, decision making, creativity, and coaching to improve interpersonal skills.
- Understand and apply relevant theories of motivation to the management of people in organizations.
- Understand and manage individual, group and organizational behavior using effective human resources tools and practices.
- Apply psychological principles and knowledge in the areas of recruitment & selection, training & development, performance appraisal, rewards, retention, conflict, resolution, communication, coaching etc.
- Understand the importance of values and ethics for creating the strong company culture.
- Identify intercultural differences and understand their relevance to managers and employees in work organizations especially in a global economy.

Prerequisites
None

Course Contents
This course presents an overview of psychological approaches, methods, tools and resources enabling students to obtain knowledge and skills needed to be an effective manager and leader in the current business environment. It provides students with the comprehensive background in the application of psychology in the workplace, with the focus on development of practical skills and constant reference to the real life situations and issues. Students will understand concepts of general psychology and various applied psychological and managerial topics related to the individual, group and organizational behavior, such as personality characteristics and measurement, cognitive and learning styles, emotional intelligence, motivation, decision making, effective communication, presentation skills, leadership styles, teamwork, negotiation, conflict resolution, organizational culture and change, psychological aspects of human resources management, coaching, etc.

Level of Course
Bachelor’s Introductory

Readings

**Teaching Methods**
Lectures, group discussions, presentations, role plays and exercises, feedback, examinations, article reviews, analysis of cases

**Assessment Methods**
Individual assignment - Presentation, Exam, Active participation in class/group discussions/ exercises and professional behavior in class, Attendance.

**MGT 231 Career Management and Growth**

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**Lecturer**
PharmDr. et Mgr. Ivana Schmidtová

**Learning Outcomes**
Upon successful completion of this course, students will be able to:
- Have a clear and demonstrable understanding of the various online platforms used today for career development and management
- Build, manage and monitor their own on-line career presence
- Understand their own motivations and objectives in their career path
- Develop and demonstrate an understanding and comfort with various web platforms such as personal blog/web site, Twitter, youtube etc.
- Develop a personal career management plan with action steps.
- Refine their self-assessment skills
- Clearly articulate their career goals and objectives
- Demonstrate their own “personal brand”
- Clearly understand and demonstrate their knowledge of the elements necessary to conduct a successful job search
- Finish the course with a complete and accurate on-line profile.

Prerequisites
None

Course Contents
The objective of this course is to provide those students already in the work force with the tools needed to realistically assess their current career path with a view to managing their career or making shifts in career direction. The course focuses on practical exercises in career and life path assessment, refining and improving current CVs and online presence, preparing a longer term career plan, and will look at various approaches to growing your career over the long-term. This course is specifically designed for the students in the weekend program. The typical profile of the students is early-to mid-career path. It is quite likely that at some point the students will seek other employment or wish to advance within their current company.

The course will essentially have two components:
One part will be self-determination of likely and desired career paths, which could include starting your own business or working for yourself. This will be done through readings, assessments and class discussions and assignments.
The second part will be practical and involve all aspects of the students online and offline career management both for those comfortable in their current positions and those looking to change or modify career paths. This part will be completely “hands on” and much work will be done in class on sites like LinkedIn, developing a personal website/blog, examining the other career related sites and platforms including Facebook and Google+.

We will also spend time on developing and improving current CVs. Networking both online and offline will covered. By the end of the course students will have a polished and professional online and offline presence.

The ultimate objective of the course is to give students a clearer picture for themselves of what they may want to pursue career-wise, learn and develop the tools that are necessary today.

Level of Course
Bachelor’s, Intermediate

Readings
Required reading:
The readings list that represents the thinking from top scholars and practitioners and experts in the field of career management and development will be distributed at the class.
Case studies, articles and other handouts will also be used and posted on course web site.

Recommended reading:

Teaching Methods
Very interactive and practical approach, students will be expected to be prepared for each class and ready to contribute their experiences and thoughts, weekly assignments (short in nature, could include a brief written email or memo, a short 2-3 minute presentation), group “homework”

Assessment Methods
Midterm exam, final presentation, written assignments and quizzes
**MGT 245 Introduction to Management**

**Course code:** MGT 245

**Semester:** 1 or 2

**Year of Study:** 1

**Course Type:** required: B.A. in BA

**Lecturer**
Mark Wiedorn, MBA  
Dan Ravick Fiala, M.B.A.  
Greg Thomas Pezda, M.Sc., M.B.A.

**Hours p. week:** 3

**ECTS-Credits:** 6

**Learning Outcomes**
Upon successful completion of this course, students will be able to:
- Apply theoretical management concepts in practice
- Demonstrate and describe an understanding of basic Management concepts
- Understand and demonstrate the development and evolution of modern management theories and their relevance today
- Be able to recognize and find positive solutions to various managerial problems and situations
- Demonstrate their improved managerial and communication skills in presentations, “role playing” and working with peers
- Understand and demonstrate their knowledge and experience of working in teams, both virtual and non-virtual, including the benefits and difficulties of working in groups
- Understand the difficulties of cross cultural communication and demonstrate their understanding of how to communicate well across cultural boundaries
- Articulate and demonstrate an understanding of the critical importance of clear communication for managers
- Articulate and demonstrate a significant understanding of the many challenges and opportunities that global managers face today
- Comprehend the importance for managers and corporations to continually strive for competitive advantage
- Demonstrate their own business and managerial skills to function effectively in an international business environment.

**Prerequisites**
None

**Course Contents**
A survey of organization management designed to present students with a broad view of the environment and techniques of business. It also provides an introduction to the various business disciplines including strategic management, planning, leading, organizing, controlling, marketing, human resource management, and basic economics. An overview of current and future trends in management will be part of the course. This course includes lectures, case analyses, and experiential learning.

**Level of Course**
Bachelor’s, Introductory

**Readings**

*Required reading:*

*Recommended reading:*
Case studies, articles and other handouts will also be used and posted on course web site.

**Teaching Methods**
Lectures, case analyses, and experiential learning

**Assessment Methods**
Midterm exam, final exam, team presentation
MGT 255 Business Ethics

Course code: MGT 255
semester: 1 or 2
Year of Study: 2 or 3
Course Type: required: B.A. in BA
Hours p. week: 3
ECTS-Credits: 6

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Show familiarity with current ethical questions, economic, social and environmental policy frameworks in which CSR takes place
- Demonstrate mastery of CSR theory and practice in Europe from corporate codes of conduct to related EU policies, frameworks and discussions
- Appreciate and articulate complex issues in corporate governance under local and global settings
- Show familiarity with critical issues of CG and CSR, including corporate ownership structures, transparency, board practices, CSR strategy formulation and implementation, and their impact on different stakeholders
- Know how to integrate management control issues with corporate governance as a firm-specific objective to achieve superior firm performance and greater accountability
- Analyse, communicate and provide recommendations on business cases.

Prerequisites
MGT 245, MKT 248

Course Contents
This course aims to provide students with solid skills to know and deal with the fundamentals of ethics. They are enabled to analyze business, social and environmental issues that are relevant to the development of Corporate Social Responsibility and sustainable business practices. The course focuses on the CSR practices of Multi-national Corporations (MNCs), the challenges and opportunities of acting responsibly in the arena often called “the global village”. It also assesses the role of small and medium-sized enterprises (SMEs) in acting responsibly in a highly competitive environment. It discusses government strategies to attract Foreign Direct Investment (FDI) and the dilemmas these present for responsible business practice and the complex interactions between stakeholders, firms, and government. The course provides a comprehensive introduction to ethical considerations in business. Students are enabled to develop a deeper understanding of how to act responsibly towards all business stakeholders while, at the same time, not neglecting the firm’s profitability. The course will discuss models of how CSR can create a sustainable ROI for companies. Students are encouraged to gain awareness of the interconnectedness of organizations and nations in a globalized world and how their actions as managers will affect different stakeholders, nations and the world as a whole.

Level of Course
Bachelor’s, Intermediate

Readings

Teaching Methods
Active debate, case study approach, a quick wrap-up (quiz) at the beginning of each class

Assessment Methods
Midterm exam, final exam, level of participation and attendanc
MGT 260 Leadership

Course code: MGT 260
Semester: 1 or 2
Year of Study: 2 or 3
Course Type: elective: B.A. in BA
Hours p. week: 3
ECTS-Credits: 6

Learning Outcomes
Upon the successful completion of this course, students will be able to:
- Compare and contrast management and leadership
- Discuss the nature of leadership
- Outline evolving theories of leadership
- Describe personal aspects of leadership
- Identify relationship building aspects of leadership
- Explain social architecture of leadership
- Address leadership and management issues from a theoretical perspective
- Develop a framework for understanding moral and ethical issues in different leadership and management styles
- Engage in self-management in terms of time, planning and behavior, motivation, individual initiative and enterprise
- Conduct a literature review into leadership and management issues for a presentation and a review report. This requires familiarity with a range of research sources and ability to apply leadership and management related theoretical frameworks.

Prerequisites
None

Course Contents
This course explores dimensions of what constitutes individual leadership in the corporate world. This is a multi-disciplinary course with concepts drawn from psychology, communications, human resource management and business. Topics covered are: Leadership vs. management, Leadership styles, Teams, Power, Leadership and change, Theories of leadership

Level of Course
Bachelor’s, Intermediate

Readings

Teaching Methods
Lecture, high level of interaction, participation in class and group discussions, student presentations

Assessment Methods
Essay, classroom presentation, midterm exam, project and final exam

MGT 275 Change Management

Course code: MGT 275
Semester: 1 or 2
Year of Study: 2 or 3
Course Type: elective: B.A. in BA
Hours p. week: 3
ECTS-Credits: 6

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Understand and define Change Management
- Examine and understand why Change Management is so difficult for organizations
- Understand what a main terms as “Change Agent”, “Change Initiative”, “campaign”
- Understand and examine the considerations for “who” should implement change in an organization
- Understand the difference between “Formal” versus “Informal” change management in the organization
- Understand the difference between “top-down” change and “bottom up” change
- Understand what the “traditional approach” to change management is
- Understand why adaptability is a key competence in change management
- Understand how mental maps are created and re-enforced and the role they play in managing change.

**Prerequisites**
MGT 245

**Course Contents**
In the rapidly changing global business environment, organizations often have to implement major changes to stay competitive. Changing the direction and culture of an organization is perhaps the most difficult challenge a manager faces. The impetus for change starts at the top of the organization and must be communicated through the whole organization. Change management involves strategic direction, marketing strategy and product development, and human resources management. Companies such as Apple, Dell, Nokia, Samsung, Sony, and others, will be covered through case studies, readings, and projects. Change management approaches and techniques are important tools of managers as they seek to achieve desired change objectives. Because change often occurs because of a “crisis”, crisis management will also be covered briefly.

**Level of Course**
Bachelor’s, Intermediate

**Readings**
*Required reading:*
PDF reader, *Change Management Module* will be compiled with various articles and case studies and will be posted on class web site. Any additional materials will also be posted on the web site.

*Recommended reading:*
Case studies, articles and other handouts will also be used and posted on course web site.

**Teaching Methods**
Lectures, readings and class discussions, class participation is essential

**Assessment Methods**
Midterm exam, final exam, class participation

**MGT 280 Project Management**

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**Lecturer**
Luc De Ceuster, M.Sc., PMP
Simon Gordon-Smith, M.B.A

**Learning Outcomes**
Upon successful completion of this course, students will be able to:
- Acquainted with the project management principles and vocabulary
- Interpret theories and methodologies of project management
- Apply the project management principles in different situation and for solving of various problems in everyday operation of business
- Decompose complex things into a set of simple tasks, transform them into a plan, calculate duration of the project and identify the actions to do during the execution of the project.

**Prerequisites**
MGT 245

**Course Contents**
Key concepts and definitions, project life cycle, initiation and definition of a project, planning (task generation, roles and responsibilities, task interdependence, critical path, schedule development, resource loading, project budget, risk development plan), execution and control of a project.
The students will learn about the principles of projects and project management. They will learn that many of the things we do every day are “little or large projects”. The students will learn how to decompose complex things into a set of simple tasks, transform these into a plan, calculate the duration of the project and identify the actions to do during the execution of the project.
Level of Course
Bachelor’s, Intermediate

Readings

Recommended reading:
In class distributed materials; PMBOK Guide and Standards from pmi.org

Teaching Methods
Lecture, seminar with discussion and problem solving

Assessment Methods
Midterm exam, final exam, homework assignments

**MGT 305 Entrepreneurship**
Course code: MGT 305

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<tr>
<td>Gabrielle Meissner, MBA</td>
<td>Semester: 1 or 2</td>
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Learning Outcomes
Upon successful completion of this course, students will be able to:
- Use in praxis the requisite skills to make better decisions thereby increasing the odds of new venture success
- Comprehend entrepreneurial practice from the perspectives of the founder and the key stakeholders (including partners, investors, employees, and customers) that will make the difference in the ultimate success or failure of the venture
- Provide the step-by-step learning forum for future entrepreneurs to acquire the requisite skills to make better decisions thereby increasing the odds of new venture success in a very practical lab-environment
- Provide a framework for effective entrepreneurial practice from the perspectives of the founder and the key stakeholders (including partners, investors, employees, and customers) that will make the difference in the ultimate success or failure of the venture.

Prerequisites
MGT 245

Course Contents
This course gives students a comprehensive introduction in how to develop an innovative business idea, how to create a simple compelling business model and how to gain sustainable competitive advantage as innovator. Furthermore the course will introduce basic methods and tools which are important for getting started. These are creative problem solving methods, strategic management tools, generation of business models and business plans.

The intent of this course is to provide the frameworks, functions and workings of new ventures based on innovation and creativity.

Level of Course
Bachelor’s, Intermediate

Readings

Required Materials
Study Guide

Recommended reading:

**Teaching Methods**
Lecture, discussion

**Assessment Methods**
Project, presentation, final exam

### MGT 325 International Business

**Course code:** MGT 325  
**Semester:** 1 or 2  
**Year of Study:** 2 or 3  
**Course Type:** req./opt: B.A. in BA  
**Hours p. week:** 3  
**ECTS-Credits:** 6

**Lecturer**
Simon Gordon-Smith, MBA

**Learning Outcomes**
Upon successful completion of this course, students should be able to:

- Comprehend and have a clear understanding of international business operations of multinational corporations in the world’s marketplace.
- Understand and assess behaviors of global manufacturers, suppliers and distributors as well as the critical factors influencing these behaviors within political, legal, economic, institutional, and socio-cultural environments.
- Comprehend the ethical dilemmas and social responsibility facing international companies today
- Appreciate the forces driving globalization and the role of trade theory and international economics.

**Prerequisites**
ECO 110, ECO 120, MGT 245, MKT 248

**Course Contents**
This course will introduce students to the international business environments: political, legal, economic, institutional, and socio-cultural. As the global economy becomes closely integrated, the need for understanding its driving forces as well as its impacts on the domestic economy becomes critical. To help students prepare for this challenge, areas such as global manufacturing and managing value-adding chains, export and import strategies, international delivery modes, export financing issues, foreign direct investments and strategic alliances will be examined.

**Level of Course**
Bachelor’s, Intermediate

**Readings**
*Required reading:*
Course notes from lecturer

*Recommended additional reading:*
Economist; Wall Street Journal; Financial Times; Strategy+Business; McKinsey Report

**Teaching Methods**
Lectures, interactive problem-solving case studies, active participation in class, individual work with Internet and other data resources; video, CD-ROM and on-line

**Assessment Methods:** Midterm exam, final exam, homework assignments and participation

### MGT 328 Customer Experience Management

**Course code:** MGT 328  
**Semester:** 1, 2  
**Year of Study:** 2, 3  
**Course Type:** elective: B.A. in BA  
**Hours p. week:** 3  
**ECTS-Credits:** 6

**Lecturer**
Gabrielle Meissner, MBA
Learning Outcomes
Upon successful completion of this course, students will be able to:
- Define CEM/CRM and develop a critical attitude towards current vendor communication
- Know the role of customer experience management in creating value
- Analyze and develop compelling holistic consumer experiences
- Know about new research and trends in the development of marketing strategies and concepts
- Know how co-creating value with customers enhance sustainable competitive advantage
- Take steps to develop and implement powerful sales strategies and sales processes
- Know how contemporary sales organizations work and use CRM
- Know the importance of reliable customer relationships and how CRM strategies and systems support long-term relationships
- Know how to create a customer centric culture
- Know the critical success factors for a sustainable CEM/CRM implementation
- Develop and present a new topic on their own
- Collaborate in a diverse team

Prerequisites
MGT 245

Course Contents
CRM represents the shift from product-centered to customer-centered strategies, which at the same time offers new powerful opportunities to create sustainable competitive advantage – especially in a global marketplace.

The course will explore the strategies and concepts of customer relationship management with a special focus on sales organizations and the development and implementation of growth strategies. It will discuss implementation processes and the necessary change management programs to achieve a broad acceptance in the whole organization. Innovative brand marketing largely deals with creating compelling holistic customer experiences to differentiate themselves in new ways to build a reliable and loyal customer base. To successfully do so innovative marketing makes more and more use of new insights from brain science. Neuromarketing creates brand experiences and business opportunities completely different from traditional marketing approaches; web-based services help firms to establish interrelated customer relationships.

Level of Course
Bachelor’s, Advanced

Readings
Required reading:

Recommended reading:
DiJulius III., J.R. What’s the Secret to Providing World-Class Customer Experience? New Jersey 2008
Greenberg, P., Benioff, M. CRM at the Speed of Light. Emeryville 2009
Pine, B.J. The Experience Economy. Boston 2008
Peppers, D., Rogers, M. Managing Customer Relationships. New Jersey 2004

Teaching Methods
Seminar, active participation of students, discussions, case studies analysis

Assessment Methods
Class activity, team project, individual project and presentation
Learning Outcomes
Upon successful completion of this course, students will be able to:
- Identify and understand individual, group and organizational behavior
- Identify and understand the key managerial and organizational processes and issues from the Organizational Behavior (OB) perspective
- Develop the background knowledge necessary for critical thinking about psychological and behavioral issues and their constructive application in the workplace.
- Understand the basic OB theories and apply the theoretical concepts to the real life situations
- Apply obtained knowledge to the organizations, e.g. Evaluate psychological tests used in personnel management, perform job analysis, provide and receive input and feedback on performance, support career development, apply motivation concepts in the organizations, identify and address workplace diversity/gender issues etc.

Prerequisites
MGT 245

Course Contents
This course addresses the systematic study of actions and attitudes that people exhibit within organizations. It concentrates on issues dealing with human motivation and behavior in organizations, the interface between human behavior and the organization, and the organization itself.

Level of Course
Bachelor’s, Intermediate

Required reading:
Compilation of relevant textbook chapters and empirical research:

Recommended reading:
Selected journal articles (list will be specified during the classes).
Selected online personality tests (links will be provided in the class).

Teaching Methods
Lecture, discussion, examinations, article reviews, term-paper.

Assessment methods
Midterm exam, final exam, homework assignments and oral presentation, term paper
Learning Outcomes
Upon successful completion of this course, students will be able to:
- Identify and understand the key managerial and organizational processes from the Industrial/Organizational (I-O) Psychology perspective
- Develop the background knowledge necessary for critical thinking about psychological issues and their constructive application in the workplace
- Understand the basic I-O Psychology theories and apply the theoretical concepts to the real life situations
- Apply obtained knowledge to the organizations, e.g. evaluate psychological tests used in personnel management, perform job analysis, provide and receive input and feedback on performance, support career development, apply motivation concepts in the organizations, identify and address workplace diversity/gender issues etc.

Prerequisites
MGT 245

Course Contents
This course addresses the systematic study of psychology of work and organizations and its practical application in the workplace, particularly in the areas of job analysis and design, selection, training, evaluation and performance management, motivation in the workplace, leadership, organizational culture, diversity and gender roles in the workplace, ethical issues of the Industrial/Organizational (I-O) psychology etc. The primary goal is to help students understand and apply the I-O psychology principles in the real life situations to increase work productivity, leadership effectiveness and employee satisfaction and motivation.

Level of Course
Bachelor’s, Intermediate

Readings
**Required reading:**

**Recommended reading:**
Selected journal articles (list will be specified during the classes); selected online personality tests (links will be provided in the class)

Teaching Methods
Activities, demonstrations, homework assignments, case studies, and discussions focused on the practical applications of industrial psychological and organizational theories to the workplace

Assessment Methods
Midterm exam, final exam, individual and team assignments

MGT 357 Human Resources Management

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<tr>
<td>ECTS-Credits: 6</td>
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Lecturer
Gabriele Meissner, MBA
PharmDr. Mgr. Ivana Schmidtová
Learning Outcomes
Upon successful completion of this course, students will be able to:
- Understand human resource management from a systemic, strategic perspective
- Describe the field of "human resource management" and understand its relevance to managers and employees in work organizations especially in a global economy
- Conduct a basic job analysis and apply this understanding of job requirements to other human resource management systems such as selection, performance appraisal, and compensation
- Recognize contemporary human resource management tools and understand some of the technical details of human resource management practices
- Apply relevant theories to the management of people in organizations
- Analyze business challenges involving human resource systems
- Critically assess and evaluate human resource policies and practices
- Be aware of current international HRM trends, explain how human resource management practices can support organizational strategy – especially in a global environment
- Describe sound practice in the areas of recruitment, selection, training, performance appraisal, remuneration, and retention
- Apply knowledge of HRM to critique existing HR practices in a client organization and to develop improved practices and tools to suit the client’s specific needs.

Prerequisites
MGT 245

Course Contents
The course will provide an overview of human resource management, with particular emphasis in human resource planning and strategy, personnel selection, equal employment opportunity, training, performance appraisal, compensation, and contemporary issues in organizational behavior. The course has been developed for the student of general management whose job will involve responsibility for managing people in a global environment.

Level of Course
Bachelor’s, Intermediate

Readings
Required reading:
Textbook: A. DeNisi, R. Griffin. HR. 1Ed., Mason 2011 (available in the library)
Reading list will be provided separately / hand-outs on course website

Recommended reading:

Teaching Methods
Readings and lectures, exams and weekly five-minute quizzes, individual exercises in some class periods, participation in and contributions to group exercises, a paper/project and presentation on HR issues related doing business in another country, class discussions and blog responses each week

Assessment Methods
Midterm exam, final exam, homework assignment and exercises, presentations, quizzes

MGT 377 Innovation Management

<table>
<thead>
<tr>
<th>Course code:</th>
<th>MGT 377</th>
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<tbody>
<tr>
<td>Semester:</td>
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Lecturer
Gabrielle Meissner, MBA
PharmDr. Mgr. Ivana Schmidtová

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Understand innovation management from a strategic perspective
- Describe the field of "innovation management" and understand its relevance to sustainable competitive advantage especially in a global economy
- Apply creative problem solving and idea generation models
- Recognize contemporary innovation tools and understand the challenges involved
- Apply relevant theories to the management of innovation in organizations.
- Analyze business challenges involving innovation management
- Critically assess and evaluate innovation policies and practices in organizations especially from a cultural and leadership point of view
- Be aware of current international innovation and creativity development trends
- Explain why innovation is essential to organizational strategy – especially in a global environment
- Apply knowledge of innovation management to critique existing strategies and practices in organizations and to develop creative new approaches.

Prerequisites
ECO 120, MGT 245

Course Contents
Business “innovation” and “creativity” are terms used frequently in today’s business world to describe companies or projects that go beyond conventional thinking. Many young job-seekers seek jobs with organizations that are creative in the way that they define their business, run HR practices, and compete in the marketplace. This course aims to capture the challenge and excitement of innovative companies and provide students with an opportunity to understand the underpinnings of this innovation. The course will focus on the strategic side of innovation, and introduce methods and tools how to develop new ideas and transform them into marketable projects. The purpose of this subject is to provide an overview of current trends in innovation management and tickle the student’s ability to think “out of the box”. The course will put special emphasis on Creative Problem Solving models and techniques.

Level of Course
Bachelor’s, Advanced

Readings
Materials provided by the lecturer, various sources

Teaching Methods
Lecture, seminar with discussion and problem solving

Assessment Methods
Midterm exam, final exam, project and presentation

MGT 380 / 580 Sustainable Enterprise Management

Course code: MGT 380/580

Lecturer
Simon Gordon-Smith, MBA

Semester: 1 or 2
Year of Study: 2 or 3
Course Type: elective: MABLIM, B.A. in BA hons
Hours p. week: 3
ECTS-Credits: 6

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Discuss the issues on sustainability, to appreciate the business opportunity associated with sustainability, to understand how a sustainability program can be applied to an enterprise, to comprehend some of the related risks
- Understand simple performance, reward systems and common measurement systems and to appreciate the legal issues that relate to sustainability
- Comprehend the options and impact of environmental decisions on business today and the application of the Triple Bottom line
- Understand what is required for company to achieve ISO 14001

Prerequisites
None
Course Contents
The course will review the latest issues pertaining to sustainability and their impact on business today. Through a series of discussions based on best practice case studies and readings from technical journals discussing the issues, students will learn key issues of sustainability, learn to appreciate the business opportunity associated with sustainability, understand how a sustainability program can be applied to an enterprise, comprehend some of the related risks, understand simple performance, reward systems and common measurement systems and appreciate the legal issues that relate to sustainability. They will learn to comprehend the options and impact of environmental decisions on business today.

The course will include developing sustainability strategy, improving corporate processes, products and projects, leadership for corporate sustainability, organizing for sustainability including employee engagement and the costing and capital investments of sustainability programs. The metrics and methodology used for sustainable development such as the Environmental Sustainability Index and ISO 14001 will be discussed. During the course the GHG protocol, life cycle assessment and ecological footprint analysis would be discussed to allow the students to comprehend the impact of business decisions on the environment.

Level of Course
Bachelor’s Advanced / Master’s

Readings

Teaching Methods
Lecture, discussion

Assessment Methods
Project, presentation, final exam

MGT 415 Operations Management

Course code: MGT 415
Semester: 1 or 2
Year of Study: 3
Course Type: req./opt.: B.A. in BA
Hours p. week: 3
ECTS-Credits: 6

Learning Outcomes
Upon successful completion of this course the student will be able to:
- Demonstrate the key principles involved in the management of operations in manufacturing and service organizations
- Describe how studying operations management concepts, service issues and associated management issues can improve performance of manufacturing and service operations
- Appreciate the role of the Operations Manager and comprehend the types of decisions they make
- Apply operations management techniques to resolve management issues
- Demonstrate the relationship between customers, corporate management and value creation and the role of technology in linking them
- Describe the application of project management and human management in operations management.

Prerequisites
MGT 245, MTH 222

Course Contents
The course examines decision making in operations management, focusing on those who are responsible for producing the goods and services sold by a manufacturing or service organization. This course will be taught with as many practical examples as possible. Topics include process analysis and design, quality and productivity management, Just-in-Time (JIT) analysis, and the role of these topics in formulating and executing competitive strategy.
**Level of Course**
Bachelor’s, Advanced

**Readings**

**Required reading:**
Online simulation from Harvard $6.50/student

**Recommended reading:**
Readers collected from:

**Teaching Methods**
Lecture, interactive cases, and group work, including a term project

**Assessment Methods**
Midterm exam, final exam, written assignments, attendance and participation

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**MGT 430 Strategic Planning**

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<td>Semester:</td>
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**Lecturer**
Mark Wiedorn, MBA
Simon Gordon-Smith, MBA

**Learning Outcomes**
Upon successful completion of this course, students will be able to:
- Comprehend and demonstrate an understanding and comfort level with the strategic planning, management and evaluation processes
- Understanding the strategic management process, concepts, research and theories
- Apply methods of business environment scanning, strategy formulation, implementation and control as well as reviewing performance management models and demonstrating an understanding of when, why and how those models are used
- Utilize the tools and methodologies applied in the real world and demonstrate an understanding of these models
- Analyze, identify and evaluate opportunities and threats that exist for “real” companies in the business environment and link them to existing strengths and/or weaknesses that exist within the organization and done within the context of the shifting global business environment
- Demonstrate ability to place in context current business developments and regional and entity specifics, specifically from a “strategic” point of view
- Understand and demonstrate in-depth knowledge of formulating and adapting feasible competitive strategy recommendations.
- Choose, evaluate and research an appropriate company for their senior thesis.

**Prerequisites**
MGT 245, MKT 248, ACC 263, MTH 222

**Course Contents**
The major objective of this course is to develop an understanding of strategic management planning process, concepts, research, and theories. Students will learn methods of business environment scanning, strategy formulation, implementation, and control. Integration of international issues throughout provides...
an essential understanding of global economics and its impact on business activities in a location. This course serves as the capstone of the Business Administration Program. We study how a company effectively builds its strategy and learn through current readings and case studies covering which corporate strategies are the most successful and which are not, and why. Major strategic planning models, the strategy development process, and strategic implementation are examined. The course is grounded in theory but will incorporate "real-life" examples and applications. The course is weighted towards current trends and practices in strategic planning management.

Level of Course
Bachelor’s, Advanced

Readings

Required reading:

Recommended reading:
Excerpts from other Strategic Management texts, on web site
Case studies and articles will be assigned according to the class schedule and posted on the course web site.

Teaching Methods
Case studies, active participation in class, team work and individual development; video, CD-ROM and online will be widely used

Assessment Methods
Midterm exam, final exam, continuous assessment (home works, attendance, participation)

MGT 510 Management and Communication in a Global Environment

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<td>Hours p. week: 3</td>
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<td>ECTS-Credits: 6</td>
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Lecturer
Ing. Dana Hague
Mark Wiedorn, MBA
Simon Gordon-Smith, MBA

Learning Outcomes
Upon successful completion of this course, students will be able to:
– gain a deeper understanding of communication techniques and concepts and will be able to apply them in real-life situations
– realize various aspects of the international environment - economic, political, legal and technological – influence communication and will be able to adopt the best strategy to respond to them
– understand the cultural differences across countries and their implications for communication and management

Prerequisites
None

Course Contents
This course introduces the main roles of a manager in a multicultural global environment. The course focuses on the interaction between culture, strategy, and behavior for the modern manager. The course serves also as an introductory class for the program, introducing the main concepts, such as globalization, the political, legal, and technological environments, as well as ethics and social responsibility.
This course investigates the nature of communication in organizations and its effects by taking a problem-centered approach and focusing on typical communication difficulties organization experience. Case studies are used to learn how to effectively apply communication theory to actual organizational situations.
While the course draws on knowledge and research gathered from a variety of academic disciplines, the focus is on how meaning is created and transmitted through the use of verbal and nonverbal messages.

**Level of Course**
Master’s, Advanced

**Readings**

**Required reading:**

**Recommended reading:**

**Teaching Methods**
Interactive lecture, discussion and analysis of cases

**Assessment Methods**
Midterm exam, project, research paper, final exam

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**MGT 527 Topics in Global Health Management**

**Course code:** MGT 527

**Semester:** 1 or 2

**Year of Study:** 2 or 3

**Course Type:** elective: MABLIM

**Hours p. week:** 3

**ECTS-Credits:** 6

**Lecturer**
Cathie Smith, Ph.D., D.P.T., P.T., P.C.S.

**Learning Outcomes**
Upon successful completion of this course, students will be able to:
- Identify, understand and explain global health issues and trends and as identified by the World Health Organization and other international-focused resources
- Examine relationships between traditional and emerging management concepts and health care issues
- Explore comparative systems for health care delivery and identify factors that affect health-related practices and service delivery within varying geographical regions
- Describe the national health care system of the students’ home country of origin, and evaluate the model in conjunction with the guidelines and proposals of WHO European Region
- Examine the impact of selected wellness and disease-focused heath care initiatives on both mainstream and marginalized population groups
- Develop a policy brief related to one millennium development goal target to identify a strategy for reducing incidence of disease or promoting wellness and health among a selected population group.

**Prerequisites**
MGT 245

**Course Contents**
This course integrates current literature with comparative data from select centralized database systems to examine key global health care issues. Industry-specific components are examined in light of the distinctive
managerial considerations of the dynamic healthcare environment. By focusing on global health concerns that transcend national boundaries, students will explore the impact of differing health care delivery models on key economic, managerial, technological, and human capital concerns. By examining recent initiatives in global health, students will gain an appreciation for the need for managerial talent (non-medical professional) in the healthcare sector, appreciating the potential of health care systems to enhance productivity and competitive advantage while addressing societal needs.

Level of Course
Master’s, Advanced

Readings

Teaching Methods
Lectures and class discussion, active learning projects, case analysis / vignettes, presentations of group projects, homework assignments

Assessment Methods
Research Project, policy brief, homework assignments and participation

MGT 631 Global Strategy: Innovations and Design

Course code: MGT 631
Semester: 2
Year of Study: 1
Course Type: required: MABLIM
Hours p. week: 3
ECTS-Credits: 6

Lecturer
Prof. Ing. Alena Zemplinerová, CSc.
Gabriele Meissner, MBA

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Understand the role innovations and design play for the strategic development and success of an organization, in particular in the international environment
- Get familiar with the theories of innovations management and to understand what is crucial for their successful implementation
- Strengthen students’ research, analysis, forecasting, and decision-making skills and abilities
- Hone students’ ability to understand the organization as a system of inter-related functions and to provide an opportunity to integrate functional knowledge and skills
- Challenge students’ verbal, graphic, written, and electronic media communication skills
- Enhance interpersonal abilities by interacting as a team in a challenging and demanding virtual organizational-like setting

Prerequisites
MGT510, ECO510

Course Contents
The course will cover first a general overview of global strategic management and planning considerations for the international manager, emphasizing on innovations and design as the main strategic drivers for successful organizations. The course will examine how corporations generate new ideas, what is relevant for establishment of a company based on creativity and innovation, what are the steps necessary for its successful functioning, and the strategic alternatives for companies based on innovation.

The theories and approaches will be illustrated on specific cases of companies that have risen to prominence using strategies based on innovation and design, such as Samsung, Toyota, LG, Nokia, Apple, Sony and others. Students will be motivated to think about the future trends in innovation and designing as strategic drivers.

Level of Course
Master’s, Advanced

Readings
Kelley, Tom a Peters, Tom. The Art of Innovation: Lessons in Creativity from IDEO. America's Leading Design Firm, Currency Publishers,

Teaching Methods
Lecture, discussion and analysis of cases

Assessment Methods
Midterm exam, project, final exam

<table>
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<tr>
<th>MGT 641 Business Strategies and Global Competition</th>
<th>Course code: MGT 641</th>
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<tr>
<td>Lecturer</td>
<td>Semester: 2</td>
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<tr>
<td>Prof. Ing. Alena Zemplinerová, CSc.</td>
<td>Year of Study: 2</td>
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<tr>
<td>Mgr. et Mgr. Kristijan Smilevski, MBA</td>
<td>Course Type: required: MABLIM</td>
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<td>Hours p. week: 3</td>
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<td>ECTS-Credits: 6</td>
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Learning Outcomes
Upon successful completion of this course, students will be able to:
- Define the concept of business strategy and strategic management
- Understand the factors necessary for firms to succeed globally
- Conduct a strategic analysis of a firm’s internal environment
- Conduct a strategic analysis of a firm’s external environment
- Understand the importance of managing technology and innovation
- Explain and be able to apply generic competitive strategies
- Define and understand the importance of corporate governance and the relationship to strategic management
- Implement a firm’s core competencies
- Understand the importance of a firm’s budget, policies and best practices
- Analyze a firm’s internal corporate culture and understand the impact of national cultures on strategic management.

Prerequisites
ECO 510, ECO 640 FIN 510, MGT 510

Course Contents
The course is focused on the economic aspects of corporate strategy development for international markets. It introduces the relevant microeconomic concepts, market forms and market concentration, market structure analysis and analysis of the organizations operating on global markets. The course presents tools and concepts necessary for understanding the systematic relationships between the management strategy and competitiveness of the company in the international environment, such as market power, productive and allocative efficiency, and X-inefficiency.

The course covers also topics related to practical questions of market entry: criteria, forms and barriers of entry to global markets, and risks related to a market entry in the short and long run. Students will study techniques for strategic management under global competition aimed at the maximization of comparative advantage. Practical application of concepts will be illustrated using case studies from international business.

Level of Course
Master’s, Advanced
Readings

Required reading:

Recommended reading:

Teaching Methods
Lecture, discussion of cases

Assessment Methods
Midterm exam, project, final exam

MGT 681 International Operations Management

Course code: MGT 681

Lecturer
Ing. Milan Šlapák, Ph.D.
Simon Gordon-Smith, MBA
Luc De Ceuster, M.Sc., PMP

Year of Study: 2
Course Type: required
MABLIM

Semester: 1
Hours p. week: 3
ECTS-Credits: 6

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Comprehend and have a clear understanding of developing operations strategy and operating policies for both manufacturing and service operations
- Place in context and lend perspective to the wide range of activities that comprise Production & Operations Management
- Understand and analyze the basic issues and economic trade-offs which face an operations manager
- Understand and analyze data with basic models in areas like location planning, layout planning, inventory management, project management, and quality control. Use of an Excel-based software is encouraged to solve complex problems
- Comprehend and have a clear understanding of technology strategy and its interface with business strategy and other functional strategies

Prerequisites
ECO 510, MGT 510

Course Contents
The course introduces the areas of operations management and global supply chain management in the international environment. It covers the following topics: activities and processes at the entry to the organizational system, i.e., the strategic choice of suppliers, identification of the best-in-class supply organization and development of the strategic and effective portfolio of global suppliers; processes and technologies creating value added in the system of goods or services production, i.e., the organization of production focused on technologies such as KAIZEN and LEAN, inventory management, total quality management, production planning, Material Requirements Planning and its role in the planning of production, insourcing versus outsourcing; distribution processes, i.e., transportation logistics, packaging and distribution, optimal location of production sites, logistics including the questions of global security and terrorism. All topics consider the specific features of the international environment and differences in the required standards across countries.
The course emphasizes the importance and utilization of E-business tools in the area of sourcing (E-Auctions, E-Procurement, E-Invoicing, etc.), in the dynamic planning of the supply chain, which has to adjust in real time to the changing conditions.

**Level of Course**
Master’s, Advanced

**Readings**

**Required reading:**

**Recommended reading:**

**Teaching Methods**
Lecture, discussion, analysis of cases

**Assessment Methods:**
Midterm exam, project, final exam

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**MGT 683  Advanced Project Management**

**Course code:** MGT 683

**Semester:** 1

**Year of Study:** 2

**Course Type:** elective: MABLIM

**Hours p. week:** 3

**ECTS-Credits:** 6

**Lecturer**
Ing. Petr Balcar, MSBE
Simon Gordon-Smith, MBA

**Learning Outcomes**

Upon successful completion of this course, students will be able to:
- make a recommendation and a decision on whether particular topics are to be solved by using a project or if the tasks can be fulfilled within the regular company process structure
- effectively define and establish a project within a firm
- involve relevant project members and get a support from stakeholders
- manage a project as an excellent leader
- effectively implement the project outcomes and utilize them in the long run
- sell the positive project impacts within the entity and to the outside business

**Prerequisites**
MGT 510

**Course Contents**
Project management is one of the key tasks to be mastered well by individuals and entities in the current competitive business environment.
The Advanced Project Management course is based on hands on project work. It follows undergraduate level management courses that covered in depth the theory and introduced various management approaches. The aim of this course is, based on the comprehensive knowledge gained, to solve real life projects for existing companies and institutions or startup businesses. The students may bring in already running projects from companies or institutions of their choice. Each student will be working on his or her own project together with the instructor.
The projects will include all phases of the Project Management Cycle, i.e. Initiation, Planning, Executing, Controlling and Closing. The course work will follow a standard PM pattern. The depth and other specifics will depend on the topic and nature of the particular project. The emphasis will be put on each student’s active participation, quality of work during the course as well as the quality of partial deliverables handed in, and the presentation of the final outcomes at the end of the course. Among others, we will focus on clear project definition, using of sources and information available, rational planning, problem solving,
involvement of the best possible experts, colleagues, resp. during the future implementation, efficiency of work and project procedures, and improvement of the overall project leadership skills. **Level of Course**

**Master’s, Advanced**

**Readings**

**Required reading:**


**Recommended reading:**


**Teaching Methods**

Lecture, discussion, cases studies

**Assessment Methods**

Midterm exam, project, final exam

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**MGT 701 Thesis Seminar I**

**Course code:** MGT 701

**Course code:** MGT 701

**Semester:** 2

**Year of Study:** 2

**Course Type:** required: MABLIM

**Hours p. week:** 3

**ECTS-Credits:** 6

**Lecturer**

Prof. Ing. Alena Zemplinerová, CSc.

Mario Vozár, Ph.D.

**Learning Outcomes**

Upon successful completion of this course students will be able to:

- Comprehend and have a clear understanding of the merits and limitations of different research methods in social sciences and business studies
- Create and methodologically criticize research designs
- Make a detailed proposal from research question through collecting data/evidence to analysis and conclusions

**Prerequisites**

Approval of the Dean

**Course Contents**

The focus of this course will be to teach students how to develop appropriate research designs for their substantive papers and/or research proposals for their M.A. theses, based on the qualitative and quantitative methods in social sciences. The course will also look at the proper domain of each method and address ways of combining them in a single research project.

**Level of Course**

Master’s, Advanced

**Readings**


**Teaching Methods**

Seminar, active participation of students

**Assessment Methods**

Presentation
MGT 702 Thesis Seminar II

Course code: MGT 702
Semester: 2
Year of Study: 2
Course Type: required: MABLIM
Hours p. week: 3
ECTS-Credits: 6

Lecturer
Prof. Ing. Alena Zemplinerová, CSc.
Miroslav Svoboda, Ph.D.

Learning Outcomes
Upon successful completion of this course students will be able to:
- Demonstrate in-depth knowledge and understanding of a relevant area covered by MABLIM degree scheme (theoretical, conceptual and/or practical)
- Show an ability to select and justify appropriate research methods for a given subject of study
- Apply knowledge and skills acquired throughout the program
- Provide evidence of familiarity with the current academic and practitioner debates within the chosen research topic
- Demonstrate an ability to critically analyze and evaluate data independently and engage in debates relevant to the area of study
- Demonstrate the development of coherent and sustained arguments leading to logical conclusions or recommendations

Prerequisites
Approval of the Dean

Course Contents
The focus of the seminar is on the discussion and critical analysis of students' thesis proposals and the progress of their work. In the introductory part, the course provides an overview of research methodology, analytical and stylistic standards for research studies used in the broader context of the social sciences. The project will span the breadth of academic disciplines covered in the taught element of the MABLIM program. The nature of the subject selected will depend on the specific interests and relevance to the individual student and will have to obtain approval from the Dean of SBA. Student will write a thesis of a minimum of 60 pages, 12 point, Times New Roman font, 1.5 spaced (details can be found in the Student Handbook).

Level of Course
Master’s, Advanced

Readings
Creswell, J. W., Research Design: Qualitative, Quantitative and Mixed Methods
Andover: Cengage Learning EMEA.

Teaching Methods
Seminar, active participation of students

Assessment Methods
Presentation

MKT 248 Introduction to Marketing

Course code: MKT 248
Semester: 1 or 2
Year of Study: 1 or 2
Course Type: required: B.A. in BA
Hours p. week: 3
ECTS-Credits: 6

Lecturer
Mark Wiedorn, MBA
Joel Imhoof, M.Sc.

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Demonstrate an understanding of the overall marketing system from the marketing decision-maker’s viewpoint
- Analyze and demonstrate an understanding of the core marketing strategy principles (segmentation, targeting and positioning)
- Understand the extended marketing mix, and how this reflects the changing marketing convergence of traditional and social media
- Understand the managerial, economic, social, and legal implications of marketing activities, policies, and strategies
- Understand and prepare an in-depth marketing plan using both traditional and digital methods and platforms
- Understand and demonstrate an understanding of the new trends in marketing involving the Internet, social media and other platforms and their convergence with traditional forms of marketing
- Understand and demonstrate an understanding of current and future trends in marketing including mobile phone marketing
- Demonstrate the understanding that marketing is about teamwork, proper communication and cooperation by actively participating in class discussions, group projects, and by punctually attending classes. Preparation is critical.

**Prerequisites**
MTH 111

**Course Contents**
This is an examination of the overall marketing system from the marketing decision-maker’s viewpoint. The course emphasizes product, price, promotion, and distribution as well as planning, research, and organization required to implement marketing concepts. We examine marketing of consumers and industrial products and services, profit and nonprofit marketing institutions, and public and private institutions. Also, we study the managerial, economic, social, and legal implications of marketing activities, policies, and strategies.

**Level of Course**
Bachelor’s, Introductory

**Recommended Reading**

**Required Materials**

**Recommended Materials**

**Teaching Methods**
Interactive approach between students and the teacher, group work, lectures with Power Point or similar software, a few mini-labs in the computer room

**Assessment Methods**
Midterm exam, final exam, case studies, journal, participation and attendance

**MKT 250 Media and Marketing Communication**

**Course code:** MKT 250

**Semester:** 1 or 2
**Year of Study:** 1 or 2

**Course Type:** required: B.A. in BA
**Hours p. week:** 3
**ECTS-Credits:** 6

**Lecturer**
Mgr. Alena Foustková
Chris Shallow, M.Sc.

**Learning Outcomes**
Upon successful completion of this course, students will be able to:

- Comprehend and have a clear understanding of Traditional and Modern Mass Media and their roles today
- Understand Print Advertising
- Understand Electronic Media: Television and Radio
- Understand Digital Interactive Media
- Understand Out-of-Home, Direct-Mail, Specialty Advertising
- Understand and explain Integrated Marketing Communications: Corporate Advertising, Direct Marketing, Sales Promotion and Public Relations and Sponsorship
- Understand the concepts and theories of Integrated Marketing Communications (IMC) strategy so that strategy and concept go hand-in-hand with tactics and implementation.
- Understand the role, functions, and importance of IMC to the enterprise
- Design an IMC plan for a specific brand including a tactical offer
- Implement an IMC Strategy using a brief template and cross media from on-line to offline
- Place in context IMC and GIMC strategies

Prerequisites
None

Course Contents
The class introduces media in the general historical, legal and socio-economic context and provides the theoretical concepts and foundations of communication and mass communication. The course introduces traditional and modern mass media emphasizing the viewpoint of marketing or communication manager as possible channels for information transmission between an organization and its external environment according to the chain of advertising. The main media channels covered are: print, broadcast, film, the new media: digital, interactive and experimental media, advertising, PR and media agencies. The class emphasizes the current trend of increased importance for the media agency.

Level of Course
Bachelor’s, Introductory

Readings

Required reading:

Recommended reading:

Teaching Methods
Lectures, discussion

Assessment Methods
Participation and attendance, midterm exam, homework and in-class assignments, final group project

MKT 258 Introduction to Advertising

Course code: MKT 258
Semester: 1 or 2
Year of Study: 2 or 3
Course Type: req./opt.: B.A. in BA
Hours p. week: 3
ECTS-Credits: 6

Lecturer
Chris Shallow, MSc.
Sylvia Vondráčková, MBA

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Demonstrate understanding of how and where advertising fits within the Integrated Marketing Communication concept.
- Analyze and demonstrate an understanding of the core marketing strategy principles (segmentation, targeting and positioning) and how they correspond with Advertising.
- Comprehend and demonstrate proper Consumer behavior understanding relating to advertising.
- Understand the role of ethics and advertising.
- Evaluate how products and services are advertised in coherence with Corporate Social Responsibility plans and sustainable marketing.
- Explain and demonstrate creativity and understanding of the concepts in an in-depth Advertising Campaign Plan.
- Demonstrate understanding of the new trends in Advertising utilized on the internet, social media and how they have affected traditional marketing and advertising trends.
- Utilize overall Advertising theory as well as current Neuromarketing findings within an original Advertising Plan for a specified organization.

**Prerequisites**
MKT 248

**Course Contents**
There are many separate aspects of advertising: campaign planning, message, media selection, measuring effectiveness, and tools of communication. We will study them and review the nature and structure of advertising agencies.

Topics Covered: i) the history of advertising; ii) the advertising process; iii) analyzing brands; iv) writing advertising copy; v) public relations; vi) socially responsible advertising.

**Level of Course**
Bachelor’s, Intermediate

**Readings**

*Required reading:*

*Recommended reading:*
Case studies, articles and other handouts will also be used and posted on course web site. Power-point slides will be used during lectures. Various case studies, articles, videos and handouts will also be distributed and used throughout the semester.

**Teaching Methods**
Lectures, discussions and group work, examples from contemporary advertising practices, group sessions (students will be presented with a case from advertising that addresses that week’s theme and will be asked to address that problem)

**Assessment Methods**
Participation and attendance, midterm exam, homework and in-class assignments, final group project

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**MKT 268 Public Relations**

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**Lecturer**
Sylvia Vondráčková, MBA
Chris Shallow, MSc.

**Learning Outcomes**
Upon successful completion of this course, students will be able to:
- Demonstrate understanding of how and where Public Relations fits within the Integrated Marketing Communications (IMC) concept
- Understand and to be able to use PR terms and concepts
- Explain how PR practices are used by various organizations to adapt to change, manage competition and conflict, and forge mutually beneficial relations with diverse
- Organizational stakeholder publics
- Practice specific PR writing skills including writing a Press Release and creating an advertorial
- Understand the role of ethics within PR based on specific case studies
- Practice presentation skills and the ability to explain the studied topic to peers
- Demonstrate understanding of the new trends in PR utilized on the Internet, social media and how they have affected traditional marketing and advertising trends.

**Prerequisites**
MKT 248

**Course Contents**
This course will introduce students to the many forms and purposes of public relations, as practiced in the United States and in the Czech Republic. Students will become familiar with many definitions and styles of American public relations and will be introduced to several types of companies and organizations using public relations in the Czech Republic. A wide variety of public relations techniques and operating areas
are examined. Students will learn how public relations contribute to the success or failure of organizations and the impact public relations can have on specific publics and society as a whole.

Level of Course
Bachelor’s, Intermediate

Readings
Required reading:

Recommended reading:
Other articles placed on class site and PR related books in library.

Teaching Methods
Readings, lectures, discussions, research, homework assignments and projects

Assessment Methods
Midterm exam, final exam, homework assignments

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<tr>
<th>MKT 280 Direct Marketing &amp; Sales</th>
<th>Course code: MKT 280</th>
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<tr>
<td>Lecturer</td>
<td>Gabriele Meissner, MBA</td>
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Learning Outcomes
Upon successful completion of this course, students will be able to:
- Comprehend and have a clear understanding of different contemporary interactive and direct marketing approaches
- Comprehend and know how to develop an interactive/direct marketing strategy
- Comprehend and have a clear understanding of the importance and impact of marketing and sales in the firm’s value chain
- Know how to develop a sales strategy in B2C and B2B markets
- Understand and analyze transaction needs of customers
- Place in context and lend perspective to the creation of reliable and profitable customer relationships
- Understand and know how to analyze and create customer experiences
- Create a sales process compatible to the overall business strategy of the firm
- Comprehend and have a clear understanding on channel management and especially on sales channels and their success factors

Prerequisites
MKT248

Course Contents
The course covers the basic knowledge about developing direct and interactive marketing strategies, how to develop a sales strategy according to the overall corporate and business strategy of the firm and how to translate these into a suitable sales process. We will cover contemporary approaches to managing the customer relationship and look at tools and methods on how to create compelling customer experiences. The course will apply a hands-on approach by working throughout the course on a „Real-life“-project, developing a business development concept for a small HR consultancy in Prague.

Level of Course
Bachelor’s, Introductory

Readings
Required reading: will be provided on course website.
Recommended reading:
Guy Kawasaki, Enchantment, 2011 (e-book)
Daniel Pink, To Sell is Human, 2013 (e-book)
Teaching Methods
In-class discussions related to the lecture, video cases and debates

Assessment Methods
Team Presentations, Mid-Term Exam, Final Group Project

MKT 318 International Marketing
Course code: MKT 318
 Semester: 1 or 2
 Year of Study: 2 or 3 (BA)
 Course Type: req./opt.: B.A. in BA
 Hours p. week: 3
 ECTS-Credits: 6

Lecturer
Anica Djokić, MBA
Chris Shallow, MSc.

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Describe the theories and concepts underlying international marketing;
- Demonstrate the ability to apply international marketing theory and concepts to what marketers are doing in the real world;
- Comprehend and have a clear understanding of the challenges of marketing in international markets;
- Demonstrate the ability to use up-to-date international marketing strategies;
- Describe the key differences in the management of international marketing versus domestic marketing;
- Formulate a conceptual framework for assessing international markets and environments for business opportunities, challenges and risks;
- Demonstrate the ability to understand and apply different marketing techniques and tools in international environments with different cultures;
- Explain the main business models used by international marketers.

Prerequisites
MKT 248

Course Contents
This intermediate course provides a comprehensive up-to-date theoretical and practical understanding of the differences between, and challenges of, successfully doing business internationally as compared with the domestic market. A basic understanding of business, marketing, and market research concepts, strategies, and tactics, as well as terminology is, therefore, assumed. The framework of the course is built upon marketing principles and applying them in international markets – including multi-cultural environments in different countries. The course includes a review of the international environment in terms of political, economic, socio-cultural and income differences and different buying habits to provide the context for the necessary analysis and decision-making. The course methodology combines studying the theory and practice of international marketing with real-life examples of success and failure in international consumer and business markets. Throughout the course there are practical exercises to evaluate the student’s understanding of how organizations can develop and implement an effective international marketing strategy and gain a competitive advantage. A final team project, which is developed by the students throughout the course, will be presented at the end of the course to demonstrate the student’s mastery of the topics studied.

Level of Course
Bachelor’s, Intermediate

Readings
Required reading:
Case study for each topic and chapter from Harvard Business Review.

Recommended reading:

Teaching Methods
Lectures, discussions, case studies, internet exercises, group projects, individual research and assignments
**Assessment Methods**
Final project, final exam, homework assignments, participation

### MKT 320 Brand Management

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**Lecturer**
Chris Shallow, M.Sc.

**Learning Outcomes**
Upon successful completion of this course, students will be able to:
- Explain the role of the brand in the today's economy.
- Describe the purpose and methods of effectively managing brands including how to build brand equity and establish brand identity.
- Formulate effective brand strategies for consumer and business goods and services.
- Demonstrate the ability to conduct a critical brand audit, including recommendations for changes and improvement.

**Prerequisites**
MGT 248, MKT 248

**Course Contents**
The aim of the course is to equip students with theoretical and practical knowledge necessary for a successful and efficient management of brands. It provides framework for analysis of the main factors determining success of a brand in the market and introduces techniques and tools necessary for management of brands, such as: development of vision for the brand, identify the correct market niche, design a communication and marketing strategy and implement it. The class will cover also the following topics: brand building, evaluation of brand definition, brand positioning, strength and profitability; evaluate brand’s maturity and repositioning of mature brands, rebranding topics, the link between brand and image of the corporation, corporate identity.

**Level of Course**
Bachelor’s, Intermediate

**Readings**

*Required reading:*
An online reader (class presentations and key handouts) containing the basic course material is available to students via the Google Apps Website. You should also refer to:

*Recommended reading:*
For current information, all of the main business publications (e.g., *Bloomberg Business Week*, *Fortune*, and *Forbes, plus, less often, The Economist, Harvard Business Review*) have marketing articles frequently dealing with branding issues.
*The Wall Street Journal* also often addresses branding issues.
Two useful industry trade publications are Advertising Age and BRANDWEEK. Both are excellent sources of current information about advertising, branding, and marketing in general for that matter.

**Teaching Methods**
Lectures, discussion

**Assessment Methods:** Midterm exam, final exam

### MKT 329 Buyer Behavior

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**Lecturer**
Chris Shallow, M.Sc.
Learning Outcomes
Upon successful completion of this course, students will be able:
- Comprehend and have a clear understanding of the role of the buyer in today's economy
- Comprehend and have a clear understanding of how marketing influences buyer behavior
- Understand and analyze how different factors such as culture, demographics, social class, and values influence the buyer's behavior
- Place in context and lend perspective to how personal factors can influence this behavior directly and indirectly
- Comprehend and have a clear understanding of the psychology of buying behavior
- Place in context and lend perspective to the individual differences that exist based on the buyer's attitude, culture, motivation, knowledge, values, personality and lifestyle
- Comprehend and have a clear understanding of the internal and external influences on consumer behavior and perception, learning, product positioning, memory, motivation, personality, emotion, attitudes, self-concept, and lifestyle
- Place in context and lend perspective to how trends influence buyer behavior
- Understand and analyze the differences between organizational buying and consumer buying.

Prerequisites
MKT 248

Course Contents
This interdisciplinary course discusses the consumer as the focus of the marketing system. The course stresses the use of knowledge about consumer behavior in marketing decisions. Individual behavioral variables - needs, motives, perception, attitudes, personality, and learning - and groups, culture, and business are all examined in depth as they affect the consumer decision-making process. Analysis of how marketing programs, especially the communications mix, can be developed to reflect a commitment to providing consumer satisfaction concludes the course.

Level of Course
Bachelor’s, Intermediate

Readings
Required reading:

Recommended reading:
William Heinemann (hardback); OR, (2010), Must Have: The Hidden Instincts Behind Everything We Buy", Vintage* (the same book, i.e., "Spent", but in paperback);
Lindstrom, Martin. (2008), "Buyology: How Everything We Believe About Why We Buy is Wrong!", Random House Business Books (paperback)*.

Teaching Methods
Lectures, methods of active students participation, class discussions
Assessment Methods
Midterm exam, final exam, attendance

MKT 342 e-Business
Course code: MKT 342
Semester: 1 or 2
Year of Study: 2 or 3
Course Type: elective: B.A. in BA
Hours p. week: 3
ECTS-Credits: 6

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Actively participate in a discussion about where and how a business can and should leverage e-business to improve its operation and competitive advantage.
- Describe the theories and concepts underlying e-business
- Demonstrate the ability to apply e-business theory and concepts to what e-marketers are doing in the real world
- Explain the current challenges and issues in e-business
- Demonstrate the ability to use up-to-date digital marketing technologies
- Describe the key differences in the management of traditional brick and mortar business versus e-business and why a more process-oriented management perspective is important today
- Formulate a conceptual framework for assessing e-business and e-business environments for business opportunities, challenges and risks
- Explain the primary revenue models used by web-based and on-line businesses.

Prerequisites
CIS 161, MKT 248

Course Contents
This advanced course provides a comprehensive up-to-date understanding of the theoretical and practical aspects of utilizing digital technologies to successfully undertake business on the Internet – commonly referred to as e-business or e-Business. The framework for the analysis of the main factors determining e-business success utilizes both Michael Porter and Phillip Kotler’s theories and principles of markets and marketing, respectively. A basic understanding of business and marketing concepts, strategies, and tactics, as well as terminology is, therefore, assumed. The course includes a review of both the history of e-business as well as current and future trends and directions, including Cloud Computing. The course follows the business model methodology to provide the context for the necessary technical discussions. Throughout the course there are practical exercises to evaluate the student’s understanding of how technology enables organizations to operate efficiently and gain a competitive advantage. A final team project, which is developed by the students throughout the course, will be presented at the end of the course to demonstrate the student’s mastery of the topics studied.

Level of Course
Bachelor’s, Advanced

Readings
Required reading:

Recommended reading:

Teaching Methods
Lectures with regular presentations, discussion of case studies and online simulations.

Assessment Methods
Business plan, homework assignments, case studies midterm exam, class participation

MKT 375  Marketing Research
Course code: MKT 375
Semester: 1 or 2
Year of Study: 3
Course Type: req./opt.: B.A. in BA
Hours p. week: 3
ECTS-Credits: 6

Learning Outcomes
Upon successful completion of the course students will be able to:
- Understand principles of designing a marketing research study and to be able to apply them: design and perform a marketing research
- Understand core marketing research process and the methodologies used
- Understand and practice applications of marketing research method in the decision making process.
Prerequisites
MKT 248, MTH 222

Course Contents
The course provides a review of the various marketing research thinking, techniques and applications as a part of marketing oriented organization and key player when taking decisions towards final consumer/customers.

Level of Course
Bachelor’s, Advanced

Readings
ESOMAR handbook of market and opinion research, 4th edition, ESOMAR
Course reader

Teaching Methods
Lectures with active students’ participation, short videos on the topics would be played and discussed each class

Assessment Methods
Research project, final exam, in class contribution, write – ups

MKT 420 Pricing Strategy

Course code: MKT 420

Semester: 1 or 2
Year of Study: 3
Course Type: required: B.A. in BA
Hours p. week: 3
ECTS-Credits: 6

Lecturer
Gorjan Lazarov, MBA
Anica Djokić, MBA

Learning Outcomes
Upon successful completion of the course students will be able to:
- Understand the key economic, analytical and behavioral concepts associated with costs, customer behavior and competition
- Address strategic and tactical pricing issues
- Understand and be able to apply advanced pricing techniques
- Comprehend and have a clear understanding of pricing strategies of different products, life cycles and companies
- Understand and analyze price strategies of competitors in different market situations through case study scenarios.

Prerequisites
ECO 120, MKT 248

Course Contents
Pricing is one of the most important decisions that businesses make in their efforts for profit maximization. The course is a foundation for effective pricing decisions by teaching key economic, analytical and behavioral concepts associated with costs, customer behavior and competition. In addition, advanced pricing techniques that aim to create additional value are introduced to the students.

Level of Course
Bachelor’s, Advanced

Readings
Case Studies, that will be provided in advance to download from the Google Apps website.

Teaching Methods
Lecture, seminar with discussion and problem solving, case studies

Assessment Methods
Case write-ups, case analysis and presentation, final exam
MKT 430 Strategic Marketing and Planning

Course code: MKT 430
Semester: 1 or 2
Year of Study: 3
Course Type: required: B.A. in BA
Hours p. week: 3
ECTS-Credits: 6

Lecturer
Chris Shallow, MSc.

Learning Outcomes
Upon successful completion of the course students will be able to:
- understand marketing as an integral part of corporate strategy necessary for long-run success of an organization
- demonstrate familiarity with the various stages of marketing planning process
- develop strategic marketing plan, including analysis of the environment (internal and external) and design of the implementation process
- understand the key indicators of success of a marketing plan and learn to design evaluation standards
- develop analytical skills and conceptual thinking.

Prerequisites
MKT 328, MKT 375

Course Contents
This is the core class for the study program. It is focused on the development of the marketing strategy for a corporation. It therefore integrates knowledge acquired in other subjects in marketing (analysis of consumer behavior, market research, brand management) and business administration subjects (management, finance, accounting). Students develop analytical skills, acquire strategic perspective of marketing and learn to understand it as an integral part of the overall strategy of the company. Thus, the focus on the class is on the long-term planning and strategic vision of the company and the role of marketing within. The course emphasizes the role of the marketing plan as the framework internal organization of marketing activities and decisions.
The topics include: Strategic market analysis (Strategic GAP Analysis, Porter's Five Forces, Environmental Analysis, SWOT, GE 9 cell model, BCG Matrix, Anshoff’s Matrix), strategy development and implementation, strategy evaluation and control.

Level of Course
Bachelor’s, Advanced

Readings

Teaching Methods
Interactive lectures,

Assessment Methods
Mid-term exam, final exam,

MKT 435 Thesis Seminar

Course code: MKT 435
Semester: 2
Year of Study: 3
Course Type: Required: B.A. in BA
Hours p. week: 3
ECTS-Credits: 6

Lecturer
Chris Shallow, MSc.

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Practically apply knowledge from other BA courses – particularly marketing related ones – and link these various courses together into a coherent whole
- Comprehend and demonstrate a clear understanding of a selected (and approved) company's value-enhancing strategies
- Comprehend and demonstrate a clear understanding of the components and construction of a strategic marketing plan
- Understand and analyze complex strategic marketing decisions
- Comprehend and demonstrate a clear understanding of the investigation and application of strategic marketing models and practices, outline the process required to develop strategic marketing strategies, and place in context and lend perspective to the nature of key strategic marketing decisions (i.e., value creation, value communication, value delivery and value extraction)
- Comprehend and demonstrate a clear understanding of the role of the marketing manager / director and how to make effective complex strategic marketing decisions
- Comprehend and demonstrate a clear understanding of how to apply marketing strategy, models, and principles to a real company for which they will develop a strategic marketing plan
- Design a strategic marketing plan for the company's future in the form of a thesis or “Strategic Marketing Plan” document (SMP)
- Present and defend the SMP in a professional manner.

**Prerequisites**
Must be taken last semester of study

**Course Contents**
The course serves as the thesis seminar providing students with guidance to write a Strategic Marketing Plan (SMP) [instead of a Strategic Planning Document (SPD)], which also serves as a thesis for the Bachelor of Business Administration degree. The course is closely linked to MKT430 Strategic Marketing & Planning course and motivates students to extensively apply knowledge from other courses, particularly marketing related, studied in the program. The main objective of the course is to teach students to analyze and create a strategic marketing strategy for an existing company concerning a specific marketing strategy problem. Emphasis is placed on practical application of the theoretical knowledge gathered in the above course and other courses, especially marketing related ones, studied in the program.

**Level of Course**
Bachelor's Advanced

**Readings**

*Required Materials*

*Supplementary Materials:*
Will be assigned in the classroom

**Teaching Methods**
The course includes both group semesters and additional one-on-one tutorials – to be agreed between individual students and the course leader.

**Assessment Methods**
Class Participation (Individual), (Individual Assignment): word processed strategic marketing plan on previously agreed public company.

**MTH 111 Business Mathematics I**

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Lecturer
Jiří Lahvička, Ph.D.
Learning Outcomes
Upon successful completion of this course the student will be able to:
- Apply logic to visually represent and then mathematically formulate and solve the linear group of proportioning (“mixing”) and rate problems
- Correctly use the basic arithmetical operations of addition, subtraction, multiplication, and division of numbers and algebraic expressions
- Solve linear equations in one variable, quadratic equations in one variable, linear inequalities in one variable, and simple exponential and logarithmic equations
- To classify a problem as linear, quadratic, or exponential – and demonstrate the solutions of the unknown variable in these categories. Graph linear and quadratic functions
- Understand basic operations of functions, such as composition and inverses re-express basic word problems in abstract mathematical language
- Apply their knowledge to real world problems such as compound interest, supply and demand functions, cost and revenue.

Prerequisites
None

Course Contents
This course covers basic algebra and arithmetic (basics of theory of sets and logic, algebraic expressions and their simplification, linear, quadratic, irrational equations, inequalities, simultaneous equations, matrices, calculating loans and savings) and basics of analytical geometry (points, lines, distance, circles, parabolas). Furthermore it brings key concepts of calculating and plotting of functions including exponential and logarithmic functions. The aim of this course is also to prepare students for the Business Mathematics 2 course.

Level of Course
Bachelor’s, Introductory

Readings

Required Materials

Recommended reading will be distributed during classes

Teaching Methods
Lectures with interactive participation, regular homework and additional short tests, attendance is compulsory, all tests are compulsory

Assessment Methods
Midterm exam, final exam, regular tests

MTH 190 Business Mathematics II

Course code: MTH 190
Semester: 1 or 2
Year of Study: 1 or 2
Course Type: required:
B.A. in BA
Hours p. week: 3
ECTS-Credits: 6

Learning Outcomes
Upon successful completion of this course the student will be able
- To graphically show how to obtain the product’s demand function and how to convert it into an algebraic expression (function)
- Graph, and interpret the graphs of, polynomial, exponential, and trigonometric functions
- Understand the definition of the derivative of a function, and calculate the derivative of polynomial, exponential, and trigonometric functions
- Calculate maxima, minima, and turning points of polynomials, and represent them graphically
- Understand the idea of definite and indefinite integration, and integrate polynomial functions.
- Understand some basic applications of differential and integral calculus to economic modeling, including to apply the L’hôpital rule to resolve indeterminate 0/0 or ∞/∞ expressions.
Prerequisites
MTH 111

Course Contents
The aim of this course is to review the basic mathematical notions and procedures relevant for business and economics. This course is an introduction to basic calculus: convergence and limits, functions of one variable and their differentiation, minimization/maximization, plotting; definite and indefinite integration; functions of two and more variables, basics of partial differentiation, constrained and unconstrained optimization of a function of two and more variables.

Level of Course
Bachelor’s, Intermediate

Readings
Required reading:

Recommended reading:

Teaching Methods
Lectures with interactive participation, regular homework and additional unannounced short tests, attendance and tests are compulsory

Assessment Methods
Midterm exam, final exam, regular tests
Readings

Recommended reading:

Teaching Methods
Lectures with interactive participation, numerous examples, regular homework and additional shorts tests, attendance and tests are compulsory, applications using Microsoft® Excel (alternatively possible to use R or S, Matlab)

Assessment Methods:
Final exam, case studies, tests and quizzes, homework

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**MTH 250 Introduction to Econometrics**

**Course code:** MTH 250
**Semester:** 1 or 2
**Year of Study:** 2
**Course Type:** req. /opt: B.A. in BA
**Hours p. week:** 3
**ECTS-Credits:** 6

**Lecturer**
Jiří Lahvička, Ph.D.

**Learning Outcomes**
Upon successful completion of this course, students will be able to:
- Formulate an appropriate and clear research question
- Build theoretical model of measured phenomenon: identify all key factors that might theoretically have relation with the modelled variable, achieve this via application of economic theory and using relevant research papers
- Find and process adequate data that will enable answering research question
- Correctly implement hypothesis testing, correlation and multiple regression analysis
- Interpret the results of above mentioned both statistically and economically and relate the research question
- Identify possible econometric problems that might lead to biased coefficients or undermine the results in other usual ways
- Do the sensitivity tests, list and evaluate their implications to main results of measurement.

**Prerequisites**
MTH 111, MTH 222

**Course Contents**
The course is designed to show and master the principles of the econometric model building with emphasis on economic interpretation and verification of results. Students will get a chance to practice the techniques of econometric evaluation and also to solve rich set of practical real-life problems. The course builds on techniques of analysis acquired in Business Statistics. The topics covered include: multiple linear regression, introduction to panel data, identification strategies (difference in differences, fixed effects). Next to this, multiple techniques of robustness/sensitivity tests will be introduced.

**Level of Course**
Bachelor’s, Intermediate

**Readings**

Required reading:
Levine et al. *Business Statistics*. Pearson (2010), selected chapters
Bronzini, Raffaello; de Blasio, Guido. *Evaluating the Impact of Investment Incentives: The Case of Italy’s Law 488/1992.* March 2006, Bank of Italy

**Recommended reading:**

**Teaching Methods**
Lectures with interactive participation, numerous examples, regular homework and assignments

**Assessment Methods**
Final exam

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**MTH 320  Quantitative Decision Making**

**Course code:** MTH 320  
**Semester:** 1 or 2  
**Year of Study:** 2  
**Course Type:** required: B.A. in BA  
**Hours p. week:** 3  
**ECTS-Credits:** 6  

**Lecturer**
Luc De Ceuster, M.Sc., PMP

**Learning Outcomes**
Upon successful completion of this course, students should be able to:
- Be aware of the importance of analytical and critical approach to decision making, explain the benefits of analytical approach
- To be familiar with standard problems in decision making and data interpretation
- To be able to employ quantitative methods and techniques to make decisions (identify the problem, select the correct model, interpret and present results, and make the decision)
- Work with computer applications to make decisions.

**Prerequisites**
MGT 245, MTH 190, MTH 222

**Course Contents**
The course presents the quantitative methods used for making managerial decisions emphasizing the application in marketing. The course is aimed to develop critical and analytical approach to decision-making, which is particularly important in the current changing, hence uncertain environment. The class points out the typical problems in decision making (drawing on behavioral economics and psychology) to emphasize the importance of analytical and conceptual approach. The class illustrates theoretical models on practical cases and problems, using computer software and applications. The topics covered include: forecasting and statistical analysis, game theory, decision analysis and decision making under uncertainty, network analysis, introduction to linear programming.

**Level of Course**
Bachelor’s, Advanced

**Readings**

**Teaching Methods**
Lectures with interactive participation, numerous examples, regular homework and assignments, working with computer systems

**Assessment Methods:** Final exam

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**MTH 550  Econometrics**

**Course code:** MTH 550  
**Semester:** 1 or 2  
**Year of Study:** 2  
**Course Type:** elective: M.A. in MABLIM  
**Hours p. week:** 3  
**ECTS-Credits:** 6  

**Lecturer**
Jiří Lahvička, Ph.D.
Learning Outcomes
Upon successful completion of this course, students will be able to:
- Formulate an appropriate and clear research question
- Build theoretical model of measured phenomenon: identify all key factors that might
  Theoretically have relation with the modelled variable, achieve this via application of economic theory
  and using relevant research papers
- Find and process adequate data that will enable answering research question
- Correctly implement hypothesis testing, correlation and multiple regression analysis
- Interpret the results of above mentioned both statistically and economically and relate the research
  question
- Identify possible econometric problems that might lead to biased coefficients or undermine the results in
  other usual ways
- Do the sensitivity tests, list and evaluate their implications to main results of measurement.

Prerequisites
MTH 250

Course Contents
The course is designed to show and master the principles of the econometric model building with emphasis
on economic interpretation and verification of results. Students will get a chance to practice the techniques
of econometric evaluation and also to solve rich set of practical real-life problems. The course builds on
techniques of analysis acquired in Business Statistics. The topics covered include: multiple linear
regression, introduction to panel data, identification strategies (difference in differences, fixed effects).
Next to this, multiple techniques of robustness/sensitivity tests will be introduced.

Level of Course
Master’s, Intermediate

Readings

Required reading:
Cengage Learning.

Recommended reading:
Bruce D. Meyer, W. Kip Viscusi, David L. Durbin, „Workers' Compensation and Injury Duration:
Meyer, Bruce D; „Natural and quasi-experiments in economics“; Journal of Business & Economic
Statistics; Apr 1995.

Teaching Methods
Lectures with interactive participation, numerous examples, regular homework and assignments

Assessment Methods
Final exam

PHI 125 Introduction to Philosophy

Course code: PHI 125
Semester: 1 or 2
Year of study: 1
Course type: required: B.A. in HSC; GEC-civ
Hours p. week: 3
ECTS credits: 6
Learning Outcomes
Upon successful completion of the course, students will be able to:
- Comprehend and have a clear understanding of the main philosophical questions and of the main positions taken in the central philosophical debates
- Outline and analyze the most important ideas of history’s greatest philosophers
- Compare and contrast the ways in which various philosophers justify their claims and defend their philosophical positions.

Prerequisites
None

Course Contents
In this course students will be introduced to the key philosophical debates and to the thought of the greatest minds within the Western philosophical tradition. The unique feature of this course is that students will have an opportunity at once to (a) explore the most fundamental philosophical questions (concerning the nature of reality, the limits of human knowledge, the basis of morality, etc.), (b) to acquaint themselves with the ideas of history’s greatest philosophers (such as Socrates, Plato, Aristotle, Descartes, Hume, Locke, Kant, Hegel, Nietzsche, Wittgenstein, etc.), and (c) to read and analyze fragments of the most famous philosophical works (such as Plato’s *Republic*, Descartes’ *Meditations*, Kant’s *Critique of Pure Reason*, Nietzsche’s *Beyond Good and Evil*, etc).

Level of Course
Bachelor’s, Introductory

Readings

Teaching Methods
Lectures, home assignments with follow-up analysis and discussion in class

Assessment Methods
Quizzes, mid-term exam, final exam

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**PHI 141 Comparative Worldviews**

**Course code:** PHI 141

**Semester:** 1 or 2

**Year of study:** 1

**Course type:** req./opt.: B.A. in HSC elective: B.A. in PS

**Hours p. week:** 3

**ECTS credits:** 6

**Lecturer**
Theodore Turnau, Ph.D.

Learning Outcomes
Upon successful completion of the course, students will be able to:
- Define what worldviews are and how they work
- Explore major worldviews that have shaped the modern and postmodern West
- Reflect on issues such as what it means to be human, what the meaning of life is, and how do we know what is right and wrong.

Prerequisites
None

Course Contents
Christian Theism, Enlightenment Deism, Romanticism, Naturalism, Nihilism, Existentialism, and Evaluating Worldviews.

Level of Course
Bachelor’s, Introductory
Readings

Christian Theism

Enlightenment Deism

Romanticism

Atheistic Naturalism

Nihilism
**Existentialism**


**Teaching Methods**

Lectures, discussions

**Assessment Methods**

Homework questionnaires, summary sheets, mid-term exam, final exam, final paper

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**PHI 180 Freedom**

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<th>PHI 180</th>
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<td>Semester:</td>
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<td>Hours p. week:</td>
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<td>ECTS credits:</td>
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**Lecturer**

Robert Ellmann, J.D., M.Phil.

**Learning Outcomes**

Upon successful completion of the course, students will be able to:

- Interpret the political, economic, humanistic and ethical aspects of freedom
- Address the following themes—the relationship between the individual and society; when it is possible (or even ethical) to break the law; if freedom makes us happy; and where freedom is limited to political laws or subject to higher ones.

**Prerequisites**

None

**Course Contents**

Alfred Hitchcock’s Rope, the Loeb & Leopold case, crime, punishment & free will, constitutional law systems, the philosophical origins of state power, philosophical state system, historical sources and evolution of punishment, penal codes, the Criminal Act, Duties to Act.

**Level of Course**

Bachelor’s, Introductory

**Readings**


**Teaching Methods**

Lectures, discussions

**Assessment Methods**

Mid-term exam, final exam

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**PHI 183 Introduction to Existentialism**

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<tr>
<th>Course code:</th>
<th>PHI 183</th>
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<td>Semester:</td>
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<td>req./opt.: B.A. in HSC; GEC-civ</td>
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<td>Hours p. week:</td>
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<td>ECTS credits:</td>
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Learning Outcomes
Upon successful completion of the course, students will be able to:
- Comprehend the existentialists’ characteristic preoccupations
- Explore the existentialists’ philosophical responses to the threats to human freedom arising from such diverse forces as religious conformity, cultural homogenization, unfeeling rationality and mass society
- Become familiar with the wide range of genres in which existentialist themes are explored: philosophical texts, literary texts, films.

Prerequisites
None

Course Contents
Introduction to existentialism, intellectual currents of the 20th century, the existentialists’ characteristic preoccupations, human freedom, religious conformity, cultural homogenization, unfeeling rationality, mass society. Analysis of philosophical texts, literary texts, films.

Level of Course
Bachelor’s, Introductory

Readings

Teaching Methods
Lectures, discussions

Assessment Methods
Attendance, participation, two pop quizzes, the midterm exam, the final exam, an analytic essay
Learning Outcomes
Upon successful completion of the course, students will be able to:
- Comprehend philosophical reflection on the phenomenon of evil by exploring the concepts of evil put forward by the greatest thinkers of humanity, including Plato, St. Augustine, Descartes, Leibniz and Schelling.
- Comprehend also the Asian and Near Eastern contributions to the human thinking about the sources and the nature of evil.
- Demonstrate familiarity with examples of literary explorations of evil, from Ancient myths to Conrad and Camus (Evil, like love, is one of the main themes of the great literature of humanity).

Prerequisites
None

Course Contents
The question of evil is as old as mankind itself. From the study of selected philosophers we can see that evil, as opposed to good, can be grasped in two different ways. In Plato, St. Augustine, Descartes or Leibniz, we see evil as a privation of good. According to these philosophers, evil as such does not exist; it is nothing but the negative side of good. Schelling, however, does not share this view, as he wants to grasp evil as an original phenomenon that cannot be reduced to a pure negativity. He claims that the power of evil is too big to be reducible to a mere privation of the good. Therefore, evil must have a positive status, which does not mean that it is something good. Rather, the capability of evil is a driving force of our existence, which makes possible the good, as well. For Schelling, there would be no good without evil. However, if evil wins over good, it makes us not only harm others and act in a selfish way, but it turns to a pure self-destruction. This self-destructive power of evil can be demonstrated in Conrad’s novel Heart of Darkness, as well as in its film version Apocalypse Now from F.F. Coppola. Both these works can serve as perfect illustrations of Schelling’s notion of evil.

Level of Course
Bachelor’s, Introductory

Readings
Conrad, J. *Heart of Darkness*, J.M. Dent and Sons, Ltd.
Teaching Methods
Lectures, discussions

Assessment Methods
Mid-term exam, final exam

PHI 385 / 585  Philosophy & Society

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<th>Course code:</th>
<th>PHI 385 / 585</th>
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<tr>
<td>Semester:</td>
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<td>Year of study:</td>
<td>BA: 3 / MA: 1</td>
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<tr>
<td>Course type:</td>
<td>req./opt.: B.A. in HSC elective: B.A. in PS, JC / req./opt.: M.A. in HUM</td>
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<td>Hours p. week:</td>
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<td>ECTS credits:</td>
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Learning Outcomes
Upon successful completion of this course, students will be able to:
- Comprehend the nature of ancient, medieval and modern societies from the point of view of social philosophy
- Discuss how social philosophers reflected the societies that gave rise to their thought
- Understand and discuss the main arguments of the key contemporary social philosophers
- Discuss the questions of the relation of the individuals and a society and the social structures that allows for mutual coexistence from the point of view of particular systems (politics, law, science and technology, economics, family, and world-views and religion)

Prerequisites
None

Course Contents
Philosophy and Society concerns with a central feature of human life that we are social being which means that we associate with one another under the governance of norms that are determined by the inter-relationship of tradition, custom, law, and choice. The course is dedicated to the questions that are related to the meaning and nature of human society, it especially questions the relation of the individuals and a community and the social structures that allows for mutual coexistence.

The class presentations, reading and discussions include historical as well as theoretical chapters. We will study the nature of ancient society as it was understood by Plato and Aristotle, the medieval Christian teaching on society by Augustin Aurelius and Thomas Aquinas, modern notion of society and especially contemporary concepts and discussions of society. In the theoretical part we will identify various particular systems in society. We will examine the systems of politics with law and the state, the area of science and technology, the system of economics, the system of the family and the system of world-views and religions from the point of view of social philosophy.

Level of Course
Bachelor’s, Advanced / Master’s

Readings

Required reading:

Recommended reading:
Teaching Methods
Lecture, discussion

Assessment Methods
Mid-term examination, Final Examination

PHI 460 Seminar in Aesthetics

Course code: PHI 460
Semester: 1 or 2
Year of study: 1 or 2
Course type: req./opt.: BA in HSC
Hours p. week: 3
ECTS credits: 6

Learning Outcomes
Upon successful completion of the course, students will be able to:
- Interpret key thinkers from post-Kantian modern aesthetics and contemporary social theorists dealing with aesthetics
- Comprehend formalist and socio-historical approaches with speculative approaches.

Prerequisites
None

Course Contents
The romantic poet John Keats wrote, “Beauty is truth, truth beauty, that is all ye know on earth, and all ye need to know”… but what is beauty, and what is its relation to truth? The modernist artist Paul Klee said, “Not to render the visible, but to render visible”… but is it even possible to represent what’s invisible? What are the limits of representation (and can they be represented)? The postmodern artist Frank Stella said, “What you see is what you see”… but what does it mean “to see”? What is “intrinsic” to a painting, and what is “extrinsic”? What exactly is the relation between art & society? or art & politics? Traditionally a domain of philosophy, the study of aesthetics initially encompassed judgments about beauty and form, then evolved into a study of the nature of aesthetic judgments, and then widened further into a series of subcategories ranging from questions of art and ethics, art and history, art and psychology, art and perception, art and ontology, art and politics, art and society, and art and gender. In this seminar we will be exploring aesthetic theory from Kant to the present moment. In the first part of the term we will survey the history of German philosophical aesthetics from Kant through Heidegger, and its conjunction with both the Frankfurt School & French thinkers like Georges Bataille & Maurice Blanchot in the 1930s & 40s; in the second part of the term, we will explore many of the key postwar thinkers who have written on aesthetics, including Merleau-Ponty, Greenberg, Barthes, Foucault, Derrida, Lacan (via Žižek), Deleuze & Guattari, Luhmann, and many others.

Level of Course
Advanced

Readings
Primary Source Readings:

Secondary Source Readings:


Teaching Methods
Lecture, reading, discussion
Assessment Methods
Written assignments, essay

PHI 585 Philosophy & Society
See PHI 385

PHI 660 Aesthetics: From Enlightenment to Postmodernism

Course code: PHI 660
Semester: 1 or 2
Year of study: 1 or 2
Course type: req./opt.: MA in HUM
Hours p. week: 3
ECTS credits: 6

Learning Outcomes
Upon successful completion of the course, students will be able to:
- Interpret key thinkers from post-Kantian modern aesthetics and contemporary social theorists dealing with aesthetics
- Comprehend formalist and socio-historical approaches with speculative approaches.

Prerequisites
None

Course Contents
Key thinkers from Post Kantian modern aesthetics, key contemporary social theorists, aesthetics and post-expressionist/post-humanist aesthetics

Level of Course
Advanced

Readings
AAU Course Materials readers including selections from the following authors: Friedrich Schlegel, Arthur Schopenhauer, Friedrich Nietzsche, Walter Pater, Benedetto Croce, Jan Mukařovský, Martin Heidegger, Theodor Adorno, Walter Benjamin, Maurice Blanchot, Jean François Lyotard, Jacques Derrida, Jean-Luc Nancy, Alain Badiou, and Carolyn Korsmeyer.

Teaching Methods
Lecture, reading, discussion

Assessment Methods:
Written assignments, essay
**POL 250 Political Geography**

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<th>Course code:</th>
<th>POL 250</th>
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<td>Semester:</td>
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| Course type: | required: B.A. in IR  
|              | req./opt.: B.A. in BA, JC  
|              | elective: B.A. in PS |
| Hours p. week: | 3    |
| ECTS credits: | 6    |

**Lecturer**
Prof. PhDr. Bořivoj Hnízdo, Ph.D.
Mclean Duncan, Ph.D.

**Learning Outcomes**
Upon successful completion of the course, students will be able to:
- Identify internal and external relationship of politically organized areas
- Explain the effects of political actions on social and economic conditions, and with the significance of geographical factors behind political situations, problems, and conflicts.

**Prerequisites**
None

**Course Contents**
The political geography of the world order, uneven development, the rise and fall of the superpowers, the multipolar world, the state and the world order, the nation-state, the state as spatial entity, people and the state, the global villagers, citizens and the city.

**Level of Course**
Bachelor’s Intermediate

**Readings**
Short, John Rennie: *An Introduction to Political Geography*, Routledge, 1993

**Teaching Methods**
Lectures, discussions

**Assessment Methods**
Mid-term essay, final exam

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**POL 312 Totalitarian Experience: Culture, Identity and Memory**

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<th>Course code:</th>
<th>POL 312</th>
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<td>Semester:</td>
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<td>Year of study:</td>
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</table>
| Course type: | req./opt.: B.A. in HSC  
|              | elective: B.A. in PS |
| Hours p. week: | 3    |
| ECTS credits: | 6    |

**Lecturer**
Hana Waisserová, Ph.D.
Jakub Franěk, Ph.D.

**Learning Outcomes**
Upon successful completion of the course, students will be able to:
- Understand the phenomenon of totality and totalitarianism
- Comprehend comparative approaches to totality and totalitarianism
- Analyze complexities of the totalitarian experience and its impact on the region.

**Prerequisites**
None

**Course Contents**
The phenomenon of the totalitarian experience is to be examined across disciplines. The totalitarian experience has shaped Central and East European cultural and historical landscape tested in times of significant transformations such as European integration. Totalitarian thinking casts shadows over the entire region forging its memory and collective identity. What is the complexity and mystery of such a dehumanizing political practice? Examples and comparisons are to be drawn; cultural, historical, and theoretical contexts discussed. The course is a journey into the Central and East European consciousness, souls and values impacted by the experience. Dissident subculture, morality and historical movements contributing to the
The fall of communism are to be examined as well. Conformity to Soviet dominance was replaced by freedom and respect for human rights. Today the region is reclaiming its pre-WWII history, traditions and glory, and regaining the status of cultural and political significance within Europe. Gaining cultural and academic freedom has recently given rise to re-imagining and re-writing national histories.

**Level of Course**
Bachelor’s, Advanced

**Readings**
Solzhenitsyn, A. *The Gulag archipelago*.

**Teaching Methods**
Lecture, discussion

**Assessment Methods**
Mid-term exam, final exam

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**POL 320 Politics of the European Union**

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<th>Course code:</th>
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<td>Course Type:</td>
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<tr>
<td>Lecturer:</td>
<td>Mgr. Daniela Chalániová, Ph.D.</td>
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<tr>
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<td>JUDr. Cyril Svoboda</td>
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<td>Hours p. week:</td>
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<td>ECTS-Credits:</td>
<td>6</td>
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**Learning Outcomes**
Upon successful completion of the course, students will be able to:
- Describe how the European Union works and which issues it deals with
- Understand the basic features of contemporary challenges to the integration process; for instance what is meant by the EU’s democratic deficit, which are the problems and possibilities of enlargement, how far can the integration process continue
- Describe and have a basic understanding of the main theories used in the scholarly community for the analysis of the integration process.

**Prerequisites**
Introduction to Politics I or II

**Course Contents**
The course is intended as an introduction to the European Union. The process of European integration that started after the Second World War is often described as something unique. In fact political scientists find it hard to classify the nature of the European Union, while it is neither a state nor an international organization according to a traditional understanding. The aim of the course is to provide a better understanding for both what the EU is and what it is not. Students are also encouraged to reflect upon what are the consequences of the European integration process for everyday life in Europe.

**Level of Course**
Bachelor’s, Intermediate

**Readings**
POL 339 Advanced Seminar on Corruption

Lecturer
Stephen Gawthorpe, M.A.

Learning Outcomes
See Course Contents

Prerequisites
POS 101, POS 102

Course Contents
This course aims to familiarize students with the various manifestations of corruption and how the problem prevails in a multiplicity of social contexts. Students will engage in numerous methods of measurement, theoretical concepts, case studies, experiments, and policy responses. The objective is to provide comprehensive exposure to corruption-related issues while developing the analytical skills to think beyond convention.

Level of Course
Bachelor’s Advanced

Readings
Will be provided in the classroom

Teaching Methods
See Course Contents

Assessment Methods
Mid-term exam, Final exam

POL 343 Prague: Culture, Citizenship & Urbanity in the Context of the Global City

Lecturer
Hrishabh Sandilya, Ph.D.
Rachel Danna, M.A.

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Identify current theories on urban transformation, citizenship and culture
- Explain the processes, actors and elements which shape a citizen’s comprehension of their city
- Give examples of urban transformation, renewal and resurgence, and sustainable methods of city development
- Demonstrate an understanding of Prague’s urban cultures and how it shapes understandings of citizenship
- Compare and contrast the ideals of citizenship, urbanity, cosmopolitanism, Transnationalism and how they are played out in Prague

Course code: POL 339
Semester: 1 or 2
Year of study: 2 or 3
Course type: elective: B.A. in PS
Hours p. week: 3
ECTS credits: 6

Course code: POL 343
Semester: 1 or 2
Year of study: 2 or 3
Course type: req./opt.: B.A. in HSC
elective: B.A. in BA in JC, PS, IR
Hours p. week: 3
ECTS credits: 6
Reconcile a theoretical understanding of what makes a global city “work” with a pragmatic comprehension of the complex processes and actors that shape a number of global cities today.

**Prerequisites**
None

**Course Contents**
This course seeks to explore the many questions that are being asked of citizens today in an increasingly urban world, using Prague as the basis for our academic exploration. This class will focus on studying and putting in perspective the increasingly intricate interplay between culture and urbanity and how they shape our notions of citizenship of the cities and metropolises that we inhabit. Using the varied urbane environments of Central Europe’s most exciting capitals along side major US cities, and then comparing them to Prague, the course aims to reconcile a theoretical understanding of what makes a global city with a pragmatic comprehension of the complex processes and actors that shape these cities today. With Prague as our classroom, the class will offer students the chance to compare Prague, historic and ripe for renewal, with other cities.

**Level of Course**
Bachelor’s Intermediate

**Readings**

**Class readers**


Stevenson, D. *Cities and Urban Cultures*. Open University Press, Maidenhead, 2003 (hereafter STEVENSON)


**Recommended texts**


**Teaching Methods**
In-class lectures and discussions, sight visits, presentations and case studies

**Assessment Methods**
Class participation, Homework, Assignments & Journal, Urban Renewal Experience Report, Final Paper

**POL 344 / 544 South Asian Politics & Culture**

**Course Code:** POL 344/ 544

**Semester:** 1 or 2

**Year of Study:** 1 or 2 (BA)/ 1-2 (MA)

**Course Type:** elective:

**Hours p. week:** 3

**ECTS-Credits:** 6

**Lecturer**
Hrishabh Sandilya, Ph.D.

**Learning Outcomes**
Upon successful completion of the course, students will be able to:
- Comprehend and have a clear understanding of South Asian modern history and the post-colonial growth of the region.
- Have a clear understanding of social structure, religions and cultures that shape modern South Asia
- Understand and analyse the various political systems and governance structures that arise out of the cultural and social fabric of the region
- Place in context and lend perspective to the various ethnic differences and conflicts that are based out of South Asia.
**Prerequisites**
None

**Course Contents**
One of the cradles of civilization, South Asia is finally coming into prominence across the world today. Geopolitically separate from the rest of Asia, the politics of the region have over the years have evolved rapidly eschewing the path followed by most post-colonial regimes. Perhaps better described as a laboratory that demonstrates and success and failure of different systems of governance and political functioning, from authoritarian regimes led by despot dictators and senile monarchs to democracies run by matriarchal dynasties the region has seen it all. The class will analyze and overview the major issues in government and politics in India, Pakistan, Bangladesh, Sri Lanka and Nepal. The course of study has been divided country wise, in order to ensure continuity and clarity. The course will delve into the political culture and heritage, government and institutions, leaders and parties and finally policy issues and current perspectives, in order to understand best what characterizes South Asian Politics. Highlights of our discussions will include the success of India’s democracy, dictatorship and the military in Pakistan, Tamil separatism in Sri Lanka and the fall of monarchy and the rise of Maoism in Nepal. A highly interactive class that requires participation as well as a keen interest in the subject in order to ensure that the requisite learning has been achieved. The class relies on a discussion of required readings in addition to a number of viewpoints that the lecturer and students are able to introduce, in order to ensure a healthy resonance of thought.

**Level of Course**
Bachelor’s, Advanced/ Master’s

**Readings**
Kohli, Atul, ed. 2001. The Success of India’s Democracy, Cambridge University Press
Ramachandra Guha, 2007, India After Gandhi, Harper Collins
Ira Pande, ed. 2007. India at 60, Harper Collins

**Teaching Methods**
Interdisciplinary lecture, discussion, presentations

**Assessment Methods**
Presentation, Mid-term, Final Examination & Research Paper

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**IRS 300 Global Security**

**Course code:** IRS 300

**Semester:** 1 or 2

**Year of Study:** 2 or 3

**Course Type:** required: B.A. in IR

**Hours p. week:** 3

**ECTS-Credits:** 6

**Lecturer**
Doc. PhDr. RNDr. Nik Hynek, Ph.D.

**Learning Outcomes**
Upon successful completion of the course, students will be able to:
- Comprehend and have a clear understanding of different security concepts and perspectives
- Create methodologically sound research designs
- Criticize and evaluate key concepts of security studies
- Present and explain the methods and concepts they use to their peers
- Build and defend original research projects.

**Prerequisites**
POL 251

**Course Contents**
The objectives of this course are twofold: Firstly, it establishes knowledge pool enabling basic understanding of global security. Secondly, the course aims to develop students’ critical thinking and transferable skills so they can independently reflect on the gained knowledge.

**Level of Course**
Bachelor’s, Intermediate
Readings
Hynek, Nik and David Bosold (2009): “A History and Genealogy of the Freedom-from-Fear Doctrine.” International Journal, Vol. 64, No. 3 (Summer 2009), pp. 143-158. ISSN 0020-7020

Teaching Methods
Theoretical introduction, comparative case studies. discussions

Assessment Methods
Research project, mid-term examination, presentation, final test.

POS 340 B.A. Thesis Seminar

Course code: POS 340
Semester: 2
Year of Study: 3
Course Type: required: B.A. in IR
Hours p. week: 3
ECTS-Credits: 6

Learning Outcomes
Upon successful completion of this course, students should be able to:
- Determine a relevant and proper research question
- Determine a relevant and proper thesis statement to answer that question
- Determine the relevant theory and methodology to inform the thesis statement
- Find and properly incorporate quality resources into their argument in support of the thesis statement
- Critically read, critically write, critically think
- Produce an overall quality foundation for research with their thesis advisor.

Prerequisites
3rd year of study, and approval of Dean and the Thesis advisor
Course Contents
This course introduces the students to the components, structure, and function of a large academic work-the Bachelor’s Thesis. Through introductory lectures and structured work at the individual, small group, and class level, the students will steadily build a foundation upon which to write their theses with their individual thesis advisors. In addition to the overall thesis structure, the students will learn and practice researching with proper sources, citing those sources properly, using those sources to construct a strong and well informed argument, and defend that argument. The ultimate goal of the course is to give the students the skills-set necessary to approach and engage with their advisors at a high level in order to efficiently produce Bachelors’ Theses of high academic quality.

Level of Course
Bachelor’s, Advanced

Readings

Required sources:

Recommended sources:

Teaching Methods
The methodology of the course is a combination of:
Instruction by the lecturer concerning the form and function of the components of proper academic research;
Course readings concerning research and argumentation;
Individual research of the students, and the presentation of this research and process of research to their peers for small and large group consultation;
Incremental written works building up to the final project, the Thesis Proposal.

Assessment Methods
Peer Group Sessions; Student Presentations; The first homework assignment will be a combination research and citation exercise. The second homework assignment will be an outline of the ultimate Thesis Proposal.

POL 544 South Asian Politics & Culture
See POL 344

POS 101 Introduction to Politics I

Course code: POS 101
Semester: 1
Year of Study: 1
Course Type: GEC
Hours p. week: 3
ECTS-Credits: 6

Lecturer
Pelin Ayan Musil, Ph.D.
Jakub Franek, Ph.D.

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Understand the main concepts and ideologies in the study of politics
- Comprehend and have a clear understanding of the working of democratic government
- Compare and contrast the meanings, functions and implications of political institutions in different political contexts
- Write critical essays and make analytical presentations on the concepts of politics

Prerequisites
None
Course Contents
State, power, authority, legitimacy, ideology, democracy, nation, authoritarian rule, political culture, political regimes, political participation, elections, political parties, interest groups, legislature, executive, judiciary, separation of powers; presidential, parliamentary, semi-presidential systems; policy process, political economy.

Level of Course
Bachelor’s, Introductory

Readings

Teaching Methods
Lectures, discussions

Assessment Methods
Presentation, mid-term exam, essay, final exam

POS 102 Introduction to Politics II

Course code: POS 102
Semester: 2
Year of Study: 1
Course Type: required:
POs 101
Lecturer
Pelin Ayan Musil, Ph.D.
Jakub Franek, Ph.D.

Hours p. week: 2, 45
ECTS-Credits: 6

Learning Outcomes
Upon successful completion of this course, students should be able to:
- Comprehend and have a clear understanding of the meta-theories to the study of politics
- Illustrate, compare and contrast, apply the meta-theories of politics in explaining empirical cases
- Write essays combining theories with empirical research.

Prerequisites
POS 101

Course Contents
Institutional approach (historical institutionalism, neo and new institutionalism), structural approach, post-structural and interpretive approach, behavioral and attitudinal approach, rational choice approach in the study of politics

Level of Course
Bachelor’s, Introductory

Readings

Teaching Methods
Lectures, discussions, student’s presentations

Assessment Methods
Essay assignments, presentation, mid-term exam, final exam
POS 201 Political Philosophy I

Course code: POS 201

Semester: 1
Year of study: 1 or 2
Course type: required: IR, PS
req./opt.: B.A. in HSC, JEW

Hours p. week: 3
ECTS credits: 6

Learning Outcomes
Upon successful completion of the course, students will be able to:
- Recognize the major themes developed by the major thinkers in classical political theory
- Think critically and analyze the ideas and theories of individual political philosophers from the classical period
- Engage in comparative analysis of the different views of political philosophers
- Express their own ideas and analysis verbally
- Develop their ability to conduct basic academic research and analytical writing appropriate to the undergraduate level.

Prerequisites
None

Course Contents

Level of Course
Bachelor’s, Intermediate

Readings
Kant, Immanuel. Perpetual Peace, George Allenand Unwin, 1903.

Teaching Methods
Lectures, discussions

Assessment Methods
2 essays, presentation, final exam

POS 202 Political Philosophy II

Course code: POS 202

Semester: 2
Year of study: 1 or 2
Course type: required: IR, PS
req./opt.: B.A. in HSC, JEW

Hours p. week: 3
ECTS credits: 6

Learning Outcomes
Upon successful completion of the course, students will be able to:
- Recognize the major themes developed by the major thinkers in classical political theory
- Think critically and analyze the ideas and theories of individual political philosophers from the classical period
- Engage in comparative analysis of the different views of political philosophers
- Express their own ideas and analysis verbally
- Develop their ability to conduct basic academic research and analytical writing appropriate to the undergraduate level.

Prerequisites
POS 201

Course Contents

Level of Course
Bachelor’s, Intermediate

Readings
Foucault, M. Two Lectures, “What is Enlightenment?”
Gaus, Gerald F. and Philip Pettit, Contemporary Political Philosophy: An Anthology
Kant, Immanuel. Perpetual Peace, George Allenand Unwin, 1903.
Marx. K. Economic and Political Manuscripts.
Marx, K., Engels, F. Communist Manifesto.
Nietzsche, F. On the Genealogy of Morality.
Sabine, George M. A Dictionary of Political Thought
Skinner, Quentin. The Foundations of Modern Political Thought

Teaching Methods
Lectures, discussions

Assessment Methods
2 essays, presentation, final exam

POS 204 Nations and Nationalism

Course code: POS 204

Semester: 1 or 2
Year of study: 1 or 2
Course type: required: B.A. in IR, PS
Hours p. week: 3
ECTS credits: 6

Learning Outcomes
Upon successful completion of the course, students will be able to:
- Understand the historical, political, economic and philosophic/ideological context of the rise of nationalism
- Use the relevant terminology
- Identify the manifestations of nationalism within the context of present events and trends, to analyze and to interpret them.
- Describe the formation of modern national identities with a major emphasis on Europe
- Comprehend the historical circumstances in which nationalism emerged
- Examine present eruptions of nationalism.

**Prerequisites**
None

**Course Contents**
The introductory section of this course is on theory of nationalism, on development of nationalism studies as academic discipline, on preconditions of nationalism and main aspects of its history.
We will examine main sources of nationalism and pillars of national identity, how a romantic picture of national history influenced the development of national identity, and what role the interpretation of national history has been having in political struggles and programs. Comparative histories of the formation of modern national identities, including the ‘national awakening’ of non-dominant nations, will be interpreted against the backdrop of national policies of multi-ethnic states, national programs and leaders.
The national awakening, national policies of multi-ethnic states, national programs and their leaders; Topics surrounding three phenomena that had fateful consequences for the 20th century: the unsuccessful attempt to eliminate national tensions by creating new nation-states after WWI, and the encounters with both major totalitarian ideologies - Nazism and Communism.

**Level of Course**
Bachelor’s, Intermediate

**Readings**
Teaching Methods
Lecture, discussion, power point presentations, student’s presentations, case study, video presentation

Assessment Methods
Home assignments, mid-term, term-paper, exam

POS 230  Political Economy

Course code: POS 230
Semester: 2
Year of study: 2
Course type: required: B.A. in IR
req./opt.: B.A. in JC
Hours p. week: 3
ECTS credits: 6

Lecturer
Prof. Donald Fuller, Ph.D.

Learning Outcomes
Upon completion of the course, students will be able to:

- Comprehend and have a clear understanding of the content of political economy
- Understand the role of institutions in economic development
- Identify reasons for and against government intervention in various cases
- Use the perspective of political-economy models when analyzing decision-making processes
- Link the theoretical concepts of political economy to empirical evidence
- Interpret relevant data

Prerequisites
None

Course Contents
This course introduces students to concepts and models of political economy. A strong focus is put on linking the political economy theories to empirical evidence. The course starts with an analysis of the role of formal and informal institutions in economic development. Further topics cover different aspects of capitalism and democracy (public choice, voting, taxation, inequality, interest groups and rent-seeking), democratization process and economic transition, international relations and conflicts, and European integration. Recent political-economy problems and challenges are discussed through the course, with students actively participating by analyzing current issues using articles from relevant media and by presenting political economy of an assigned country.

Level of Course
Bachelor’s, Intermediate

Readings
Required reading:

Recommended readings:
Gruber, J.: Public Finance and Public Policy (3rd edition)
Baldwin R. & Wyplosz C.: The Economics of European Integration (3rd edition)

Teaching Methods
Lectures, discussions

Assessment Methods
Final exam

POS 240  Social Science Research Methods

Course code: POS 240
Semester: 1 or 2
Year of Study: 2
Course Type: required
Hours p. week: 3
ECTS-Credits: 6

Lecturer
Pelin Ayan, Ph.D.
Daniela Pěničková, Ph.D.
Learning Outcomes
Upon successful completion of this course, students will be able to:
- Comprehend and have a clear understanding of different epistemological positions in conducting research
- Grasp and apply the uses of theory in qualitative research
- Understand and demonstrate the link between a research question, research methods and sources
- Writemethodologically sound qualitative research designs and criticize the methods used in other social science research projects
- Develop the ability to conduct basic academic research and analytical writing with the usage of proper citations, appropriate to the undergraduate level.

Prerequisites
COM 101 or COM 102

Course Contents
In this course, students will learn to design research while using a variety of research methods, theories and concepts. Students will familiarize themselves with all phases of a research project, including philosophy of the research, its design and conduct, the collection, categorization, operationalization and analysis of research data and their evaluation. Emphasis will be placed on an understanding of a research and the researcher’s role. The course is a combination of a lecture and a seminar. The presentation of the material will be followed by discussions of the relevant empirical and theoretical studies.

Level of Course
Bachelor’s, Intermediate

Readings
Web Source:
Trochim, William, Social Science Research Database: http://www.socialresearchmethods.net/kb/index.php

Teaching Methods
Group work, lectures, discussions, student presentations

Assessment Methods
Mid-term exam, final exam, presentation

POS 341 Internship

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<td>Groups:</td>
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<td>Hours p. semester:</td>
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<td>ECTS-Credits:</td>
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</table>

Learning Outcomes
Upon successful completion of the course, students will be able to:
- Benefit from practical professional experience
- Apply the knowledge, skills and competence acquired in school to real working environment.

**Prerequisites**
3rd year of study, and approval of Dean

**Course Contents**
N/A

**Level of Course**
Bachelor’s, Advanced

**Recommended Reading**
N/A

**Teaching Methods**
Regular meetings with the internship coordinator and the internship supervisor

**Assessment Methods:**
Written report of the student, written report of the internship supervisor

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**POS 355 / 655 South Asian Politics and Culture**

**Course code:** POS 355/ 655

**Course Type:** elective:
- B.A. in PS, IR
- M.A. in IRD

**Semester:** 1 or 2

**Year of Study:** 2

**Hours p. week:** 3

**ECTS-Credits:** 6

**Learning Outcomes**
Upon successful completion of the course, students will be able to:
- comprehend and have a clear understanding of South Asian modern history and the post-colonial growth of the region
- have a clear understanding of social structure, religions and cultures that shape modern South Asia
- understand and analyse the various political systems and governance structures that arise out of the cultural and social fabric of the region
- place in context and lend perspective to the various ethnic differences and conflicts that are based out of South Asia

**Prerequisites**
None

**Course Contents**
One of the cradles of civilization, South Asia is finally coming into prominence across the world today. Geopolitically separate from the rest of Asia, the politics of the region have evolved rapidly eschewing the path followed by most post-colonial regimes. Perhaps better described as a laboratory that demonstrates and success and failure of different systems of governance and political functioning, from authoritarian regimes led by despotic dictators and senile monarchs to democracies run by matriarchal dynasties there has been seen it all. The class will analyse and overview the major issues in government and politics in India, Pakistan, Bangladesh, Sri Lanka and Nepal. The course of study has been divided country wise, in order to ensure continuity and clarity. The course will delve into the political culture and heritage, government and institutions, leaders and parties and finally policy issues and current perspectives, in order to understand best what characterises South Asian Politics. Highlights of our discussions will include the success of India’s democracy, dictatorship and the military in Pakistan, Tamil separatism in Sri Lanka and the fall of monarchy and the rise of Maoism in Nepal. A highly interactive class that requires participation as well as a keen interest in the subject in order to ensure that the requisite learning has been achieved. The class relies on a discussion of required readings in addition to a number of viewpoints that the lecturer and students are able to introduce, in order to ensure a healthy resonance of thought.

**Level of Course**
Bachelor’s, Advanced
Readings

Teaching Methods
Lecture, discussion, case analysis, case briefing

Assessment Methods
Several written assignments during the semester, final paper

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**POS 356 / 656 Chinese Politics and Society**

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**Lecturer**
Mgr. Jan Polišenský, Ph.D.

Learning Outcomes
Upon successful completion of the course, students will be able to:
- Understand major issues forming Chinese politics
- Apply key IR theoretical concepts to analyze various challenges that China faces
- Present their scholarly analyses
- Critically assess scholarly readings, identify strong/weak point(s) of the text and suggest alternative points of view and possible solutions of the problem in vogue

Prerequisites
None

Course Contents
Students of this course will gain detailed insight into major issues forming Chinese society and politics. They will analyze the topic from different perspectives, learning to apply various conceptual points of view. The main focus will be on the contemporary challenges facing the Chinese society in the PRC and Taiwan - taking a detailed insight into China's role in the global order, relations with neighbors, democratic deficit, separatism, illegal migration, environmental degradation, effects of one-child policy, etc. On a practical level, the seminars which, besides lectures, constitute an essential part of the course, will give students an opportunity to improve and test their presentation skills. The lectures will be accompanied by selected material from prominent examples of contemporary Mainland Chinese as well as Taiwanese cinematography.

Level of Course
Bachelor’s, Advanced

Readings
POS 360  Democratization

Course Code: POS 360
Semester: 1 or 2
Year of Study: 1 or 2
Course Type: elective: B.A. in IR, PS
Hours p. week: 3
ECTS-Credits: 6

Learning Outcomes
Upon successful completion of the course, students will be able to:
- Differentiate and give examples for the varying meanings of the concepts ‘democracy’ and ‘democratization’ across space and time
- Analyze the constitutive and causal factors for democratization in different contexts
- Bring together the theories of transition and consolidation of democracy with empirical observations from different cases
- Develop and defend original arguments in the study of democratization in class discussions and the final research papers
- Write a research paper with academic quality assessing the explanatory power of the theories of democratization.

Prerequisites
None

Course Contents
Over the last forty years, the world has experienced waves of transitions to democracy from autocratic political regimes. While some several cases adopted hybrid forms of government, some others have achieved democratic consolidation. This course gives a broad overview of the literature explaining these different patterns of democratization from a comparative perspective. Based on observational data, the course uncovers all different approaches on the causal inferences of democratization, such as the institutional, structural and actor-centered explanations.

Level of Course
Bachelor’s, Advanced

Readings

**Teaching Methods**
Lectures, discussion, presentations

**Assessment Methods**
Presentation, Mid-term, Research Paper

**POS 361 / 661 Capitalism, Democracy, and Freedom: Critical Assessment of Neoliberalism**

**Course code:** POS 361/ 661

**Semester:** 1 or 2

**Year of Study:** BA: 3, MA: 1

**Course Type:** elective: B.A. in IR, M.A. in IRD

**Hours p. week:** 3

**ECTS-Credits:** 6

**Lecturer**
Jakub Franěk, Ph.D.

**Learning Outcomes**
Upon successful completion of this course, students will be able to:
- Understand the history of the rise and decline of the welfare state in Western democracies
- Comprehend and critically analyse both the theoretical foundations and the political practice of neoliberalism
- Comprehend and critically analyse the relationship between economic and political freedom or between capitalism and democracy
- Understand the roots of the current economic crisis
- Orient themselves in the current discussions about political and economic issues.
Prerequisites
None

Course Contents
This course offers a critical perspective on the theoretical foundations and political practice of neoliberalism, which represents not only a school of economic thought but also, and more importantly, a political ideology, which has significantly influenced the development of Western democracies and broader world in the post-Cold War period. In this course, we will examine the following questions: What are the theoretical foundations of Neoliberalism? Why, or in what sense, should we consider neoliberalism a political ideology? What are the practical consequences of neoliberal policies? How persuasive are the arguments of the advocates and the opponents of neoliberalism? Inevitably, we will also tackle some of the more enduring theoretical questions, including the relationship between economic and political freedom, the contentious relation between capitalism and democracy, as well as the contents of the democratic idea itself. We will tackle these questions using a combination of theoretical and historical perspectives. On the one hand, we will consider the arguments of the founders of neoliberalism, such as F. von Hayek or M. Friedman, as well as their critics, including D. Harvey, M. Hardt and A. Negri, or C. Crouch. On the other hand, we will examine the historical background of the ascent of this once largely neglected school of thought to the position of preeminence in the main-stream political discourse and practice.

Level of Course
Bachelor’s, Intermediate / Master’s

Readings
F. von Hayek: The Road to Serfdom.
F. von Hayek: “Why I am not a Conservative.”
J. Gray: “F. A. Hayek on Liberty and Tradition”.
M. Friedman: Capitalism and Freedom.
T. Friedman: The Lexus and the Olive Tree (selections).
D. Harvey: A Brief History of Neoliberalism (selections).
D. Harvey: The New Imperialism (selections).
D. Harvey: “Neoliberalism as Creative Destruction”.
F. Fukuyama: “The End of History?”
F. Fukuyama: “The Future of History”.
J. Stiglitz: “Globalism's Discontents”.
G. Duménil and D. Lévy: Capital Resurgent (selections).
N. Klein: The Shock Doctrine (selections).
S. Žižek: First as a Tragedy, then as a Farce (selections).
S. Žižek: “A Permanent Economic Emergency.”
T. Judt: Ill Fares the Land (selections).
T. Judt: “What is Living and What is Dead in Social Democracy”.
M. Hardt and A. Negri: Empire (selections).
C. Crouch: Post-Democracy (selections).
A. Cebrowski: “Speech to the Heritage Foundation”.

Teaching Methods
Group work, lectures, discussions, student presentations

Assessment Methods
Mid-term exam, final exam, presentation

POS 362 / 662  East Asian Politics

Lecturer
Mgr. Jan Polišenský, Ph.D.

Course Code: POS 362/662
Semester: 1 or 2
Year of Study: B.A.: 1; M.A.: 1
Course Type: elective: B.A. in IR / M.A. in IRD
Hours p. week: 3
ECTS-Credits: 6
Learning Outcomes
Upon successful completion of the course, students will be able to:
- Understand the complexities of the post-war developments in the East Asian macro-region;
- Understand the historical and geopolitical sources of the US as a key determinant in the East Asian security;
- Develop critical thinking to reflect on how East Asian affairs and politics are incorporated in the discipline of International Relations and its various theoretical perspectives.

Prerequisites
None

Course Contents
The course aims at introducing to the students political relations in Northeast Asia, conceived here as a conglomerate of international relations encompassing China, Taiwan, Korean Peninsula and Japan. From the perspective of security studies, this is one of the key regions for international stability, given the high stakes in its future development not only by the local actors but also external powers, particularly the United States

Level of Course
Master’s

Readings

Teaching Methods
Lecture, discussion, presentations

Assessment Methods
Written assignments, presentations in class, research paper

POS 369 / 669  U.S. and Global Civil Rights

Course code: POS 369/669
Semester: 1 or 2
Year of Study: BA:3, MA:1
Course Type: elective: B.A. in IR, MA in IR
Hours p. week: 3
ECTS-Credits: 6
Learning Outcomes
Upon completion of this course, students will be:
- Familiar with the concept of human rights, its origins, and evolution in the context of United States policy.

Prerequisites
None

Course Contents
The goal of this seminar course is to familiarize students with the concept of human rights, its origins, and evolution in the context of United States policy. The topic will be tackled mainly from a historical and political perspective, but philosophical and legal aspects need to be discussed as well in order for students to appreciate the topic fully. All assigned readings will be placed online.

Level of Course
Bachelor’s Advanced / Master’s

Recommended Reading

Teaching Methods
Group work, lectures, discussions, student presentations

Assessment Methods
Mid-term exam, final exam, presentation

POS 373/673  Modern German History

Lecturer
Gaëlle Vassogne, Ph.D.

Course Code: POS 373/673
Semester: 1
Year of Study: 1
Course Type: Elective:
B.A. in HSC, PS, JC,
IR/
M.A. in IRD

Hours p. week: 3
ECTS-Credits: 6

Learning Outcomes
Upon completion of this course, students will be able to
- have a clear understanding of German history and of Germany’s role and position in today’s Europe, from a political and economic point of view
- analyze major diplomatic, economic and constitutional texts regarding Germany
- use the historical material studied in class to shed light on a specific political, economic, and cultural aspect of contemporary Germany

Prerequisites
None

Course Contents
This class is conceived as a general introduction to German history. It will replace the evolution of Germany in the context of European history and will give the students the instruments for understanding
the origins and foundations of Germany’s position in the world. It will also offer an analysis of German contemporary society and present the characteristics that influence Germany’s foreign policy and economy.

**Level of Course**
Bachelor’s, Advanced / Master’s

**Readings**

**Teaching Methods**
Lecture, documentary films

**Assessment Methods**
Attendance and class participation, two mini-tests, research paper, mid-term exam, final exam

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**POS 502 Theories of Globalization**

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<tr>
<td>Course type:</td>
<td>required: M.A. in IRD; elective: M.A. in MABLIM</td>
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<td>Hours p. week:</td>
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<td>ECTS credits:</td>
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</table>

**Lecturer**
Petr Bartoň, M.A.

**Learning Outcomes**
Upon successful completion of the course, students will be able to:
- Comprehend and have a clear understanding of the interplay between economic and political forces in the global arena
- Understand and apply theoretical constructs to the underlying trends in global developments
- Evaluate critically the use and relevance of particular data for an argument
- Diagnose possible ideological biases behind various policy proposals
- Evaluate the pros and cons of a global policy measure vis-à-vis particular goals
- Recognize trends behind the façade of everyday news
- Structure an argument logically, both in writing and orally

**Prerequisites**
None
Course Contents
The course provides the student with an ability to understand and analyze underlying forces in global economy. Particular attention is paid to the interaction between states (their representatives as well as supra-state institutions), financial markets, developing countries (including emerging markets) and technology. It investigates how these interactions affect patterns of international trade, economic growth, human migration and other indicators of human activity. It helps the student to consider the nature of contemporary globalization and its difference to earlier globalizations. The main requirement is an open mind and interest in deeper issues beyond mere event headlines.

Level of Course
Bachelor’s, Advanced/ Master’s

Readings
Required reading:

Recommended reading:

Teaching Methods
Lecture, discussion, presentations

Assessment Methods
Mid-term, term paper, presentations in class, final test.

POS 509 Advanced Social Science Research Methods

Course Code: POS 509

<table>
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<tr>
<th>Lecturer</th>
<th>Pelin Ayan Musil, Ph.D.</th>
</tr>
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<tbody>
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<td>Hours p. week:</td>
<td>3</td>
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<td>ECTS-Credits:</td>
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Learning Outcomes
Upon successful completion of the course, students will be able to:
- Comprehend the significance of ontology and epistemology in conducting social science research
- Have a clear understanding of different epistemological positions such as positivism, post-positivism and interpretivism
- Develop the ability of concept formation and integrate it into a research design,
- Demonstrate the link between a research question, methodology and selection of sources
- Realize how to use and contribute to theories through the appropriate choice of research methods
- Write methodologically sound research designs of academic quality
- Make oral and written methodological criticisms on others’ research designs
Prerequisites
None
Course Contents
The focus of this course is to help students develop appropriate research designs for their substantive papers and/or research proposals for their M.A. theses. By understanding merits and limitations of different research methods in social sciences, the students will learn to create and methodologically critique research designs. Special attention is given to variants of theory-oriented qualitative cross-case research and case studies. The course looks at the proper domain of each method and address ways of combining them in a single research project.
Level of Course
Master’s
Readings
Required reading:
Recommended reading:
Teaching Methods
Lectures, practical exercise, seminars
Assessment Methods
Research papers
perspective and assesses their relevance for economic development. The course stresses specifics of economic way of thinking and places political economy in broader discourse of philosophy and social science. Emphasis is put on juxtaposing economic and political ways of organizing society and identifying the limits of both. In the second part the course concentrates on evaluating the political/economic interactions of states and non-states. It further examines impacts of macro statist and non-statist activity upon individuals.

**Level of Course**
Master’s

**Readings**

**Required reading:**

**Recommended reading:**

**Teaching Methods**
Lectures, discussions, workshops

**Assessment Methods**
Presentation, mid-term exam, final exam

**POS 540 M.A. Thesis Seminar**

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<td>M.A. in IRD</td>
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<td>Hours p. week:</td>
<td>3</td>
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**Learning Outcomes**
Upon successful completion of this course, students will be able to:
- Determine a relevant and proper research question
- Determine a relevant and proper thesis statement to answer that question
- Determine the relevant theory and methodology to inform the thesis statement
- Find and properly incorporate quality resources into their argument in support of the thesis statement
- Critically read, critically write, and critically think
- Produce an overall quality foundation for research with their thesis advisor.

**Prerequisites**
Approval of Dean and the Thesis advisor

**Course Contents**
The students will learn and practice researching with proper sources, citing those sources properly, using those sources to construct a strong and well informed argument, and defend that argument. The ultimate goal of the course is to give the students the skills-set necessary to approach and engage with their advisors at a high level in order to efficiently produce the Theses of high academic quality.

**Level of Course**
Masters
Readings

Teaching Methods
Students work closely with a member of the faculty, and produce a thesis of approximately 60 pages.

Assessment Methods
An oral defense of the thesis to a three-person committee. The thesis, defense, and oral exam together constitute the state exam required for the master’s degree.

POS 541 Internship

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Coordinator
Iveta Morávková

Learning Outcomes
Upon successful completion of the course, students will be able to:
- Demonstrate practical professional experience that is relevant to the discipline and practice of International Relations
- Use the knowledge and skills maintained in the program in the real professional environment.

Prerequisites
2nd year of study, and approval of Dean

Course Contents
Students work 150 hours for the duration of one semester. Initiatives of the students are encouraged, subject to the approval of the Dean of the School. Internship requires regular meetings with the internship coordinator and the internship supervisor. At the end of the internship, the student submits a written report to the internship supervisor

Level of Course
Master’s

Readings
N/A

Teaching Methods
Regular meetings with the internship coordinator and the internship supervisor

Assessment Methods
Written report of the student, written report of the internship supervisor

POS 655 South Asian Politics & Culture

See POS 355

POS 656 Chinese Politics and Society

See POS 356
PSY 150 Introduction to Psychology

**Course code:** PSY 150

**Semester:** 1 or 2

**Year of study:** 1

**Course type:** req./opt.: B.A. in BA, HSC, JC, PS

**Hours p. week:** 3

**ECTS credits:** 6

**Learning Outcomes**
Upon successful completion of the course, students will be able to:
- Develop the skills and background knowledge that will enable students to think critically about psychological issues and apply them constructively in their lives
- Trace the development of psychology from its origins to its present day forms
- Comprehend the biological basis of human behavior
- Understand the role of psychological experiments in testing hypotheses
- Indicate the basic principles and major discoveries from most major disciplines within the field
- Identify common mental illnesses and the variety of therapies available.

**Prerequisites**
None

**Course Contents**
Schools of thought -Freud; dreams, altered states; brain and drugs, sensation and perception, learning and Memory Research Methods, intelligence, mental illness, DSM diagnosis, treatment

**Level of Course**
Bachelor’s, Intermediate

**Readings**

**Teaching Methods**
Lectures, discussions
### Assessment Methods

2 analytical papers, 3 examinations

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<tr>
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<th>PSY 250</th>
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#### PSY 250 Social Psychology

**Lecturer**

PhDr. Veronika A. Polišenská, Ph.D., M.Sc.

**Learning Outcomes**

Upon successful completion of the course, students will be able to:
- Comprehend insight into the dynamics between the individual and the society
- Realize how the environment influences an individual, and in return how he/she can influence the environment
- Analyze social identity and social development of an individual
- Recognize the forms of social behavior such as prejudices, stereotypes, aggression and altruism.

#### Prerequisites

None

#### Course Contents

History of psychology, individual processes, interpersonal processes, processes within groups.

#### Level of Course

Bachelor’s, Intermediate

#### Readings


#### Teaching Methods

Lectures, discussions, videos shown in class

#### Assessment Methods

3 assignments, mid-term examination, final examination

### PSY 253 Psychology of Aggression

**Lecturer**

PhDr. Veronika A. Polišenská, Ph.D., M.Sc.

**Learning Outcomes**

Upon successful completion of the course, students will be able to:
- Comprehend insight into the dynamics between the individual and the society
- Realize how the environment influences an individual, and in return how he/she can influence the environment
- Analyze social identity and social development of an individual
- Recognize the forms of social behavior such as prejudices, stereotypes, aggression and altruism

#### Prerequisites

None

#### Course Contents

History of psychology, individual processes, interpersonal processes, processes within groups.

#### Level of Course

Bachelor’s, Intermediate

#### Readings

Teaching Methods
Lectures, discussions, videos shown in class

Assessment Methods:
3 assignments, mid-term examination, final examination

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<th>Course code:</th>
<th>PSY 280</th>
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<td>ECTS credits:</td>
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</table>

PSY 280  Psychology of Art and Culture

**Lecturer**
Joseph Dodds, Ph.D.

**Learning Outcomes**
Upon successful completion of this course, students will:
- Have basic knowledge about the psychology of art and culture
- Be able to interpret architecture, painting and music, its history, psychological aspects of style and period.
- Have Comprehend visions about human Psychological system, his creativity, imagination, sensitivity, tendency to manipulate and be manipulated through art and culture,
- Be able to express needs and desires, communicate at new dimensions and influence emotions of others at unusually deep way.
- Have built a system of categories.
- Be able to analyze and describe two open systems of human activities.

**Prerequisites**
None

**Course Contents**
Course will introduce students to a different dimension of the field of Society, its Culture and Art. They will learn much more about new categories, like individual style, historical style, projection of our personality in art, culture like an expression basic problems and need in life style of a man. Students will learn that there exists a scientific approach and a lot of theory for use this everything by they later work at similar fields: Politics, Education, History, Public Meaning, Sociology, etc.

**Level of Course**
Bachelor’s, Intermediate

**Readings**

**Teaching Methods**
Lecture, discussion, excursion, video and audio records

**Assessment Methods**
Mid-term exam, final exam

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<tr>
<th>Course code:</th>
<th>PSY 368 / 568</th>
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PSY 368 / 568  Psychology of Totalitarianism

**Lecturer**
Prof. PhDr. Jindřich Kabát

**Learning Outcomes**
Upon successful completion of the course, students will be able to:
- Understand periods of Totalitarianism, dangers of Totalitarianism, Psychology of Manipulation and context of Totalitarianism through different disciplines.
Course Contents
Defining Totalitarianism: Types of regimes and forms of totalitarianism, Victims, First stages of totalitarianism
I. Mechanisms of Manipulation: Fear, Arousing fear as an everyday phenomenon, Chaos, stress, and fear, Subconscious elements of stress, Repressing the sense of ease, Perpetually scrutinizing loyalty, Stereotyping life, The error of apoliticism
II. Mechanisms for Building Power: Terror, Lies, pragmatism, and tactics, Situational cues, Social desirability, Self-control and evading problems, The quiet metamorphosis of the personality
III. Signs of Power: Concealment and censorship, Suspicion, Leadership’s severe case of paranoia, Building falsehoods
IV. On the Way to Pathology: Acceptable and unacceptable personalities for the totalitarian regime, Opportunism, Developing a network of special relationships, Compromises, Behavior, pragmatism, and character
V. Persecution and Resistance: Borders, Emigration and exile, Judicial and police persecution, Extortion, Constant police surveillance
VI. Groups and Institutions: Dissent, The intelligentsia, Demonization of groups, Theists, Dictatorship and the Church, Education and schools, Economy and Business, The Military, Agriculture and the Natural Environment, Collectivization, Powerless and the Needy, Health Care, culture
VII. Man and Society, Problematic socialization, Apathy, Collaboration
VIII. Lifestyle Symptoms
Level of Course
Bachelor’s Advanced / Master’s
Readings
Arendt,H.: The Origins of Totalitarianism /on line
Kabat, Jindrich : Psychologie komunismu / Praha 2011, Práh- in English translation from 2015/on-line
Solzhenitsyn, Alexander: Two Hundred Years Together (2003) /on-line
Teaching Methods
Lectures, discussions, first hand testimony from the political life, documents, video.
Assessment Methods
2 assignments, mid-term examination, final examination
PSY 401 / 501 Psychology of Language and Mind
Course code: PSY 401/501
Semester: 1 or 2
Year of study: BA: 3/ MA: 1
Course type: req./opt.
B.A. in HSC / M.A in HUM
Hours p. week: 3
ECTS credits: 6
Lecturer
Prof. Eva Eckert, Ph.D.
Learning Outcomes
Upon successful completion of the course, students will be able to:
- Demonstrate insight into the human culture, language and mind
- Define core concepts and questions
- Identify sound types, brain organization for language, relevant components of anatomy
- Compare and comprehend the logic of sounds and grammars across languages
- Collect and analyze data on children, multilinguals, etc.
- Research a topic, present it in class and write up a research paper.
Prerequisites
PSY 150 or PSY 250
Course Contents
Psychology of language & mind deals with psychological and anthropological aspects of language as key to human mind and creativity; interrelation of language, thought and brain; language in mediating experience, remembering and creating meaning; the instinctive, emotional and rational in cognition; pre-linguistic cognition of hominids; psychology of "global" language and mind; language acquisition in children; bilinguals’ cognition; and disappearing languages' impact on humanity. The course provides the psychological and cognitive perspective on understanding language as foundational to human culture, and thus complements in approach the other SOH courses.

Level of Course
Bachelor’s, Intermediate

Readings
Required reading:

Recommended reading:

Teaching Methods
Lectures, discussions

Assessment Methods: Examination

PSY 568 Psychology of Totalitarianism
See PSY 368

REL 140 Comparative Religions

Course code: REL 140
Semester: 1 or 2
Year of study: 1
Course type: GEC-civ
Hours p. week: 3
ECTS credits: 6

Lecturer
Theodore Turnau, Ph.D.

Learning Outcomes
Upon completion of the course, students will be able to:
- Comprehend and have a clear understanding of the main tenets and practices of the major religious traditions of the world
- Outline and analyze the ethical beliefs and ideals of good life found various religious traditions, bearing in mind the internal diversity of each of these traditions
- Compare and contrast the ways in which various religious traditions respond to the challenge of religious pluralism and to the need for peaceful coexistence of peoples, cultures.
Prerequisites
None

Course Contents
Definition of a religion; major world religions (Buddhism, Hinduism, Islam, Animism, Christianity, etc.), postmodern religious relativism.

Level of Course
Bachelor’s, Introductory

Readings

Teaching Methods
Lectures, discussions

Assessment Methods
Homework questionnaires, summary sheets, mid-term exam, final exam, final paper

RUS 100 Russian I.

Course code: RUS 100
Semester: 1 or 2
Year of Study: 1 or 2
Course Type: req./opt.: B.A. in IR
Hours p. week: 3
ECTS-Credits: 6

Learning Outcomes
Upon successful completion of the course, students will be able to:
- Use basic lexicon of the bellow specified cultural domains
- Use new grammar strategies in listening, writing and speaking and also new conversational routines
- Handle basic conversations
- Write brief and basic texts about him or herself, one’s surroundings, family, studies, interests et al.

Prerequisites
None

Course Contents
Russian 100 is a beginning language course introducing students to language and culture. The goal is for the student to gain basic comfort in speaking and writing Russian on topics of personal interest. The focus is on learning words and phrases related to the topics of self-description, one’s interests, family, living spaces, city and university, introducing and getting acquainted, getting around the city and country, asking for directions, eating in restaurants, shopping, traveling and visiting the doctor. An essential element of RUS 100 is writing (daily homework), acquiring basic conversational rituals, reading simple but interesting texts and becoming familiar with the basics of Russian literature and vernacular culture.

Level of Course
Bachelor’s, Introductory

Readings

Teaching Methods
Communicative method, interactive learning, development of skills of listening, reading, writing, talking, contextual teaching of grammar, guided conversation.

Assessment Methods
Quizzes, mid-term exam, final exam
RUS 200  Russian II

Course code:  RUS 200
Semester:  1 or 2
Year of Study:  1 or 2
Course Type:  req./opt.: B.A. in IR
Hours p. week:  3
ECTS-Credits:  6

Lecturer
Tatiana Styrkas, M.A., M.Litt

Learning Outcomes
Upon successful completion of the course, students will be able to:
- Use the basic lexicon of the below specified cultural domains
- Comprehend all categories of standard Russian grammar
- Use various strategies of listening, writing and speaking
- Handle the conversational routines of opening, continuing and closing conversations
- Write notes, descriptions, diary entries, records of past events and plans for future ones
- Research several cultural topics and present on them; and search in Russian internet resources.

Prerequisites
Russian I

Course Contents
Russian 200 is an advanced beginning course developing rudimentary knowledge of Russian language and culture. The goal is for the student to grow comfortable in speaking and writing Russian on topics of everyday practical interest. The focus is on learning lexicon related to the topics of culture, movies and songs, hobbies, university studies, travel and orientation in space, eating in and out, shopping, and visiting the doctor. The course draws on a variety of textbook and online materials. RUS 200 emphasizes the habit of daily homework prep and writing, practice of conversational rituals, reading a variety of attractive texts and growing familiar with Russian literature and vernacular culture.

Russian 200 is also a language course for heritage students, i.e., fluent speakers of colloquial Russian and competent listeners but who are not familiar with standard grammar, have difficulties in writing or do not write at all and cannot read and analyze texts.

Level of Course
Bachelor’s, Introductory-Intermediate

Readings

Teaching Methods
Communicative method, interactive learning, development of skills of listening, reading, writing, talking, contextual teaching of grammar, guided conversation.

Assessment Methods
Quizzes, mid-term exam, final exam

SOC 100  Introduction to Sociology

Course code:  SOC 100
Semester:  1 or 2
Year of study:  1
Course type:  GEC
Hours p. week:  3
ECTS credits:  6

Lecturer
Melinda Reidinger, Ph.D.
Vidhu Maggu, Ph.D.

Learning Outcomes
Upon completion of the course, students will be able to:
- Apply “sociological thinking”, the way in which the situations, decisions, actions, identities and life opportunities of individuals are shaped by broader societal processes
- Understand the world from a sociological point of view.

Prerequisites
None

Course Contents
Origin of sociology, theoretical perspectives, society and culture, social stratification and social class, race and ethnicity, family and marriage, gender and society, education, cities and urbanization, global change and ecological crisis.

**Level of Course**
Bachelor’s, Introductory

**Readings**

**Teaching Methods**
Lectures, in-class activities, quizzes, group work and discussion on specific reading materials

**Assessment Methods**
Critical essays and/or research projects, mid-term exam, final exam

**SOC 200 Introduction to Social Theory**
Course code: SOC 200

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**Lecturer**
Filip Vostal, Ph.D.

**Learning Outcomes**
Upon successful completion of the course, students will be able to:

- Demonstrate the ability to perceive human behavior from social theoretical perspective and apply it to a range of social issues and phenomena in their lives
- Demonstrate the competence in the classical social thought and in selected themes and thinkers of contemporary relevance
- Demonstrate developed analytical skills through engagement with theoretical texts
- Acquired/improved the craft of academic writing.

**Prerequisites**
None

**Course Contents**
The goal of this course is to introduce social theory as the study of thinking about social life. Not only will students learn how to think like a social theorist, but they will also acquire intellectual capacity enabling them to unpack the social reality which human individuals both co-constitute and subjected to. They will also understand why ideas about how societies change and develop comprise crucial instruments for the comprehension of modern world.

**Level of Course**
Bachelor’s, Introductory

**Readings**

**Teaching Methods**
Lectures, seminar

**Assessment Methods**
Final exam
SOC 251 Gender, Minority & Culture

Course code: HIS 270
Semester: 1 or 2
Year of study: 2 or 3
Course type: required: B.A. in PS, req./opt. B.A. in HSC
Hours p. week: 3
ECTS credits: 6

Learning Outcomes
Upon successful completion of this course, the students will:

- Be familiar the practice of analytical thinking and writing about people’s experience as being formed by gender, class, race, ethnicity, and culture.
- Have an insight into the construction of social institutions and processes such as political activism, human welfare and equality, mass media representation, health care access, migration, and modern warfare in relation to gender and cultural (or/and ethnic) minorities and will be able to comprehend how these intersecting systems affect human everyday experience.
- Possess the conceptual tools to think about and suggests ways of changing the systems in order to achieve more just social conditions in places of their prospective life and work.

Prerequisites
None

Course Contents
This humanities/social science course will introduce the students to basic concepts, theories, and research in the field of cultural minority and gender studies, including the politics of minority, gender equality and human rights, and cultural survival with a focus on Western and non-Western societies comparison. We will use examples or studies and writings by scholars and researchers working in non-European countries to compare and contrast. While the course will cover gender and minority related demographics of particular ethnic groups in Europe, the Americas, Asia, Africa, and Oceania, it is not intended to be a survey of all ethnic groups and their gender relations. Rather it focuses on the essential concepts such as gender and minority emancipation, factors of social and economic inequality, the politics of gender, institutional discrimination, racism and stereotyping, and minority and women’s rights. These will provide the students with the basis for critical examination of gender and minority related issues in a cross-cultural perspective. A second focus will be exploring the usefulness of theoretical approaches to gender and minority/majority relations. Sociological theory will be a central component of this course, but theoretical approaches will also be examined from a variety of other disciplines, including psychology, political economy, anthropology, or feminist studies in order to introduce a spectrum of approaches to this complex topic.

Level of Course
Bachelor’s, Intermediate

Readings

Teaching Methods
Lecture, discussion, use of primary sources

Assessment Methods
Attendance and assignments, mid-term, final test, quizzes
### SOC 255 Anthropology of Religion

**Lecturer**  
Marketa Šebelová, M.A.

**Course code:** SOC 255  
**Semester:** 1 or 2  
**Year of study:** 2 or 3  
**Course type:** req./opt.: BA in HSC elective: BA in PS, JC  
**Hours p. week:** 3  
**ECTS credits:** 6

**Learning Outcomes**  
Upon successful completion of the course, students will:
- Be able to demonstrate clear understanding of various religious practices and approaches how to place these into proper context.
- Be able to offer a critical perspective on what is involved in studying religions through focusing on specific theories and approaches that are represented by anthropology of religion.
- Be able to demonstrate a sound knowledge of key ethnographies in the anthropology of religion.
- Be able to identify and investigate the intersections between religion, culture and society.
- Be able to use the experience in basic academic research and writing appropriate to the undergraduate level.

**Prerequisites**  
None, although previous courses in Sociology or Anthropology strongly advised.

**Course Contents**  
The course is aimed to provide a general overview of the vast field of Anthropology of Religion. The students will be exposed to the diverse approaches, concepts and theories regarding the notion of religion. Specifically, we will explore the relationship between culture, society, individual and religion to build toward a general understanding of religion.

**Level of Course**  
Bachelor’s Intermediate

**Readings**  
Will be provided in the classroom

**Teaching Methods**  
Lectures, discussions

**Assessment Methods**  
Presentation, critical review essays, final research paper

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### SOC 276 Sub-Cultures: Lifestyles, Literature and Music

**Lecturer**  
PhDr. Pavla Jonssonová, Ph.D.

**Course code:** SOC 276  
**Semester:** 1 or 2  
**Year of study:** 2 or 3  
**Course type:** req./opt.: B.A. in HSC elective: B.A. in PS, JC  
**Hours p. week:** 3  
**ECTS credits:** 6

**Learning Outcomes**  
Upon completion of the course, students will be able to:
- Conceptualize and contextualize expressions of youth rebellion
- Apply critical imagination in decoding of subversive artifacts
- Read resistance to consumer culture
- Interpret the streets and other public spaces of the city.

**Prerequisites**  
SOC 100

**Course Contents**  
This course provides critical post-sub-cultural insights into underground, punk, psychedelia, graffiti and alter-globalization movements, etc. Multidisciplinary perspectives of cultural, literary, and media studies.
are explored. Seminal readings on subcultures are used to discuss the practices of “alternative” urban lives in post-industrial society and certain trends of artistic production. Focus is on political interpretation of youth subversion and disclosures of power mechanisms. Visuals and field trips to graffiti and other subcultural sites are part of the course.

Level of Course
Bachelor’s intermediate

Readings
Bridge, G.: *The Blackwell Subcultures Reader*
Epstein J. S.: *Youth Culture, Identity in a Postmodern World*
Martina. *Overstreet In Graffiti We Trust. Praha: Mlada Fronta*, 2005

Teaching Methods
Lecture, visual and audio documents, discussions

Assessment Methods
Essay

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<td>Markéta Šebelová, M.A.</td>
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Learning Outcomes
Upon successful completion of the course, students will be able to:
- Distinguish anthropological themes, such as kinship and exchange, further complemented by ideas related to politics, economics and social identity
- Demonstrate key terms, concepts and approaches used in anthropological writing and theorizing and focus on their application in various ethnographies.

Prerequisites
None

Course Contents
Anthropology as a discipline, its subject and main methodology; classifying the world, the concept of culture; forbidden and unthinkable in the society; family and kinship; marriage and alliance; race, gender and age; time; exchange and production; hierarchy, power and political systems; cosmology; nationalism; ethics.

Level of Course
Bachelor’s, Intermediate

Recommended Reading

Teaching Methods
Lectures, discussions

Assessment Methods
Final paper, mid-term exam, final exam
SOC 290 Introduction to Social Science Research Methods

**Course code:** SOC 290

**Lecturer**
Daniela Pěničková, Ph.D.

**Learning Outcomes**
Upon successful completion of the course, students will be able to:
- Comprehend and have a clear understanding of different epistemological positions in conducting research
- Grasp and apply the uses of theory in qualitative research,
- Understand and demonstrate the link between a research question, research methods and sources,
- Write methodologically sound qualitative research designs and criticize the methods used in other social science research projects
- Develop the ability to conduct basic academic research and analytical writing with the usage of proper citations, appropriate to the undergraduate level.

**Prerequisites**
SOC 100

**Course Contents**
In this course, students will learn to design research while using a variety of research methods, theories and concepts. Students will familiarize themselves with all phases of a research project, including philosophy of the research, its design and conduct, the collection, categorization, operationalization and analysis of research data and their evaluation. Emphasis will be placed on an understanding of a research and the researcher’s role. The course is a combination of a lecture and a seminar. The presentation of the material will be followed by discussions of the relevant empirical and theoretical studies.

**Level of Course**
Bachelor’s, Intermediate

**Readings**

**Teaching Methods**
Lectures, discussions, case study and group exercises

**Assessment Methods**
Research project, mid-term examination, final examination
SOC 370 Popular Culture and Media Theory

Course code: SOC 370

Lecturer
Theodore Turnau, Ph.D.

Semester: 1
Year of study: 3
Course type: required: B.A. in JC
req./opt.: B.A. in HSC
elective: B.A. in PS

Hours p. week: 3
ECTS credits: 6

Learning Outcomes
Upon successful completion of the course, students will be able to:
- Identify several thinkers - philosophers, psychologists, anthropologists, and others—who have dealt with the media and popular culture in their works.
- Understand what is culture and media, how do they make meaning, what is the best ways to interpret their messages.

Prerequisites
SOC 100

Course Contents
Highbrow vs. lowbrow, the emergence of popular culture and mass media, culturalism and the emergence of “sub-culture”, American sociology, Marxism: re-theorizing Ideology, Structuralism, Poststructuralism.

Level of Course
Bachelor’s, Advanced

Readings
Turnau, Ted. Popologetics , 2012

Teaching Methods
Lectures, discussions

Assessment Methods
Mid-term exam, final exam, final paper
**SOC 377 / 577 Critical Insights into Resistance**

**Course code:** SOC 377/577

**Lecturer**
Duncan Mclean, Ph.D.

**Learning Outcomes**
Upon successful completion of this course, the students will be able to:
- Understand historical contexts in which specific instances of socio-political resistance occurred;
- Demonstrate awareness of the complexities and controversies associated with the process;
- Understand the basic principles of historical research in the study of resistance, including how historical arguments are made and how historical evidence is evaluated and used;
- Demonstrate an ability to make arguments on relevant issues, based on the study of primary academic sources;
- Lend perspective to the study of resistance through the linking of both historical and contemporary examples

**Prerequisites**
None

**Course Contents**
This course explores the history of socio-political resistance. If disagreement can be considered universal, insubordination and dissent directed towards the policies of ruling elites has a specific and well-established tradition. Intellectual agitation in this regard can be considered fundamental to the human experience given that it questions the given rules of those who govern society. Throughout the course, the dualities generated by the possession of power will be examined, such as those of hunger and plenty, terror and force, silence and speech, toil and leisure, restriction and freedom. Within this framework, historical case studies are organized around themes of inequality, pacifism, feminism, religion, conquest, oppression, discrimination.

**Level of Course**
Bachelor’s Advanced / Master’s

**Readings**
Additional readings and materials will be specified in the course syllabus

**Teaching Methods**
Lectures, case-studies, discussion

**Assessment Methods**
Participation, Presentations, Mid-term Exam, Final Exam, Research Paper

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**SOC 400 / 500 20th Century Social Theory**

**Course code:** SOC 400/500

**Lecturer**
Doc. Douglas S. Dix, Ph.D.

**Learning Outcomes**
Upon successful completion of this course, students will be able to:
- Understand the Enlightenment basis of European social philosophy from Kant through Hegel, coming to an understanding of how later thinkers amplified, revised, critiqued, and diverged from their thought
- Understand the key contemporary thinkers of European social philosophy in the late 20th and early 21st centuries
- Understand how European social philosophers reflected the socio-historical epochs that gave rise to their thought, from the French Revolution 1789 through the Velvet Revolution (1989), and from 9/11 to the present
- Critically think through a variety of complex theories, and to relate those theories to social issues.

Prerequisites
None

Course Contents
In this course we will be chronologically exploring some of the key thinkers in continental European social philosophy and placing them in their socio-historical context. In the first half of the term, we will trace the origins & backgrounds of European social philosophy in the thought of such philosophers as Kant, Fichte, Schelling, Hegel, Schopenhauer, Marx, Kierkegaard, Nietzsche, and Heidegger. We will then move on to an assessment of how the cataclysms of the First & Second World Wars affected European thinkers (Walter Benjamin, Theodor Adorno, Max Horkheimer), and in the second half of the term we will be considering the shift in European social thought from a German to a primarily French axis in the postwar period, and the attempts to deconstruct, revise, and even supersede Enlightenment accounts of rationality, autonomy, and society. In this second half we will be considering the works of some or all of the following thinkers: Georges Bataille, Jacques Lacan, Julia Kristeva, Slavoj Žižek, Jacques Derrida, Jean-François Lyotard, Michel Foucault, Gilles Deleuze, Félix Guattari, Jean-Luc Nancy, Niklas Luhmann, Giorgio Agamben, Alain Badiou, and Peter Sloterdijk.

Level of Course
Bachelor’s, Advanced / Master’s

Readings
Required reading:

Recommended reading:

Teaching Methods
Lectures, discussions

Assessment Methods
Mid-term examination, final examination
**SOC 478/578 Advanced Seminar on Alternative Culture: Understanding Media Fandom**

**Course code:** SOC 478/578

**Semester:** 1 or 2

**Year of study:** 2 or 3

**Elective:** B.A. in PS, HSC, JC, M.A. in HUM

**Course type:** Elective

**Hours p. week:** 3

**ECTS credits:** 6

**Lecturer**
Ted Turnau, Ph.D.

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**Learning Outcomes**
Upon successful completion of this course, the students will be able to:

- Demonstrate a good grasp of the theoretical concepts associated with the study of media fan subcultures
- Articulate his or her own ideas about what drives fandom
- Demonstrate an ability to reflect on his or her own fandom

**Prerequisites**
SOC 370/570 or Instructor’s Permission

**Course Contents**
This course explores fandom, particularly media fandom. In a world suffused in popular culture, fans are those who have invested themselves most heavily in enjoying and making meaning from popular culture. Why do they? Are they just weird, just different than us? Or is it simply a more intense expression of how we all make meaning from culture? Drawing on some of the seminal theorists of fan studies (including Michel de Certeau, Pierre Bourdieu, Camille Bacon-Smith, John Fiske, Henry Jenkins, Matt Hills, and D. W. Winnicott), this course seeks to understand fans as meaning-makers as they watch, play, write, create, blog, form communities and hierarchies, even quasi-religions, to understand the object of their fan-desire.

**Level of Course**
Bachelor’s, Advanced / Master’s

**Readings**


**Teaching Methods**
Lecture, discussion, seminar

**Assessment Methods**
Attendance and Class Participation, Reading questionnaires

### SOC 500  20th Century Social Theory
See SOC 400

### SOC 577  Critical Insights into Resistance
See SOC 377

### SPA 100  Spanish I

**Course code:**  SPA 100

**Semester:**  1 or 2

**Year of study:**  2 or 3

**Course type:**  req./opt.: B.A. in IR

**Hours p. week:**  3

**ECTS credits:**  6

**Lecturer**
Maria-José Nadal Lopéz, M.A.

**Learning Outcomes**
Upon successful completion of the course, students will be able to:
- Comprehend and have a clear understanding of essential grammar structures
- Make use of a basic vocabulary to satisfy needs of various everyday situations (e.g. in the restaurant, at the station, in the shop, etc.)
- Talk about some everyday topics (e.g. interests, hobbies, family, weather, studies, etc.)
- Relate personal experiences that happened in the recent past (e.g. travels, celebrations, cultural activities, etc.)
- Create short texts that are parts of modern communication (e.g. emails, letters, invitations, etc.)
- React and interact by applying simplified language tools (e.g. telling time, giving directions, etc.)

**Prerequisites**
None
Course Contents
In this course students will learn the basics of Spanish. The focus of the course is the establishment of conversational skills. The first steps into the four language skills (listening, speaking, reading, writing) will be accompanied by an introduction to contemporary life and culture in Spanish-speaking countries. At the end of the course students will be able to handle some essential structures of the (real-life functional) language and achieve a rough idea about the way how the Spanish language works.

Level of Course
Bachelor’s, Intermediate

Readings
Gente 1 Student's Book (English Version), Martin Peris, Difusion Centro de Publicacion y Publicaciones de Idiomas, S.L. (4 Mar 2004)

Teaching Methods
Communicative method, interactive learning, development of skills of listening, reading, writing, talking, contextual teaching of grammar, guided conversation.

Assessment Methods
Quizzes, mid-term exam, final exam

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Learning Outcomes
Upon successful completion of the course, students will be able to:
- Comprehend and have a clear understanding of essential grammar structures
- Make use of a basic vocabulary to satisfy needs of various everyday situations (e.g. in the restaurant, at the station, in the shop, etc.)
- Talk about some everyday topics (e.g. interests, hobbies, family, weather, studies, etc.)
- Relate personal experiences that happened in the recent past (e.g. travels, celebrations, cultural activities, etc.)
- Create short texts that are parts of modern communication (e.g. emails, letters, invitations, etc.)
- React and interact by applying simplified language tools (e.g. telling time, giving directions, etc.)

Prerequisites
SPA 100

Course Contents
In Spanish II students will continue to learn the basics of Spanish. Although the course introduces more complex grammatical concepts and is intended to enrich lexical knowledge, it focuses on the development of conversational abilities. Students will grow more confident and more proficient while using various linguistic tools enabling them to speak –although in a simplified way– about general topics. Written assignments will support writing skills, which gradually are getting more important during the course. By understanding some aspects of contemporary Spanish life and culture and by acquiring essential language skills students will achieve an initial knowledge of the language.

Level of Course
Bachelor’s, Intermediate

Readings
Gente 1 Student's Book (English Version), Martin Peris, Difusion Centro de Publicacion y Publicaciones de Idiomas, S.L. (4 Mar 2004)

Teaching Methods
Communicative method, interactive learning, development of skills of listening, reading, writing, talking, contextual teaching of grammar, guided conversation.

Assessment Methods
Quizzes, mid-term exam, final exam
## Abbreviations

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<td>Req.</td>
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<td>UoL</td>
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