

List of Courses for Foreign Students at CEVRO University in 2024/2025 Academic Year

FALL TERM COURSES:

Principles of Economics

ECTS: 9

Teachers: doc. Ing. Božena Kadeřábková, CSc., doc. Ing. Klára Čermáková, Ph.D.,
Ing. Lucie Kureková, Ph.D.

Course description:

The aim of the course is to teach students to think economically. Students will learn the basic concepts of microeconomics and macroeconomics. Upon successful completion of this course, they will be able to explain and use basic economic theories.

Economic and Political Problems of Globalization

ECTS: 9

Teachers: Ing. Martina Krásnická, Ph.D., LL.M.

Course description:

The course deals with the economic and political dilemmas of globalization and their manifestations in different areas of life. Upon successful completion of the course, students will be able to identify long-term trends in the development of society and to use basic knowledge of economics to understand these trends.

Entrepreneurship and Modern Business-Making

ECTS: 9

Teachers: Dan Ravick Fiala, MBA

Course description:

In this course, students will learn the process of how to create an innovation-based new venture. As a framework for this, students will develop the essential parts of a business model in which they will strategize, discuss, test, receive feedback and pivot their business models as appropriate with the objective to design a workable and fundable business. To achieve this aim, students will work in teams to launch companies, working through issues of market analysis, technology viability assessment, competitive positioning, team-building, product life-cycle planning, marketing strategy, sales channel analysis, and a strong emphasis on the entrepreneur as a salesperson. This hands-on course teaches a rigorous framework as well as provides a valuable experience to students so that they, upon completion, can be more successful in starting a new venture.

Economic Policies

ECTS: 7

Teacher: Ing. Petr Mach, Ph.D.

Course description:

The course systematically analyzes the reasons and consequences of public policies. It deals with the economic arguments for state interventions in the market processes. Upon successful completion, students will be able to analyze a wide range of state interventions in the economy, including their unintended consequences. Above all, it will be about ability understand the difference between market and bureaucratic management; identify the motivation structure of actors in cases of individual public policies; understand the problem of intended consequences in specific cases and identify them; identify the influences of interest groups on the shape of public policies and institutional changes; understand the dynamics of processes within the public sector.

Objectivism and Cinema

ECTS: 6

Teacher: Dr. Eszter Nova

Course description:

Introduction to the works of Ayn Rand, the definitions and outline of Objectivism, as well as its contemporary interpretations and significance. The seminar will also explore applications of her philosophy to religion, foreign affairs, current events – and any areas of student interest.

Critical reading of Rand's works, individual evaluation of her ideas, as well as of her critics' and opponents' multi-disciplinary philosophical arguments. The course is based on her non-fiction essays (primarily from 'Virtue of Selfishness') but recommended literature and material includes her fiction as well as documentaries and movies based on her novels. The course aims at pursuing critical reading skills, as well as fostering presentation and self-expression skills in students through individual assignments as well as through discussions. The evaluation takes that into consideration.

Global Economy Studies

ECTS: 7

Teacher: Ing. Martina Krásnická, Ph.D., LL.M., Martina Heranová, Ph.D.

Course description:

The aim of the course is to provide students with a comprehensive understanding of the interconnectedness of the world economic order and explain the process of shaping the world economy of today. Students will also learn how to compare key economic factors of global economy. In addition to a systemic approach, students will also be introduced to a comparative method of comparative economics. Based on a combination of knowledge about key historical contexts and together with knowledge of current economic events, students will learn to analyze current and future trends in the world economy.

Introduction to Financial Markets

ECTS: 7

Teacher: Ing. Marek Vokoun, Ph.D./ Mgr. Jan Neugebauer, Ph.D., MBA

Course description:

The course systematically introduces students to financial markets. The basic types of assets that are traded on the financial markets will be presented; students will get acquainted with the process of their price formations. Upon successful completion, students will be able to understand the importance, functions and structure of the financial market; apply basic valuation methods to the most well-known types of financial assets; understand the principle of operation of commercial and central banks; identify symptoms of financial crises.

Corporate Finance

ECTS: 9

Teachers: doc. Ing. Eduard Hromada, Dan Ravick Fiala, MBA

Course description:

The goal of this course is to provide an introduction to modern financial analysis and to show good practice in solving tasks in the areas of financial management such as capital budgeting, corporate investment management, and risk decision making. This course focuses on the financial system (markets, institutions, instruments), unifying the principles of modern financing, the use of present value, equity and bond valuation models and capital budgeting, methods of incorporating uncertainty into valuation models, including portfolio theory and capital asset valuation model, basics of valuation of derivative securities and applications for corporate finance decision-making, including capital budgeting, project financing, and corporate risk management.

Decision-Making in Economics, Business, and Politics

ECTS: 9

Teachers: PhDr. Pavel Pšeja, Ph.D., William Gallagher, MBA (USA)

In this course, students will learn the process of how to create an innovation-based new venture. As a framework for this, students will develop the essential parts of a business model in which they will strategize, discuss, test, receive feedback and pivot their business models as appropriate with the objective to design a workable and fundable business. To achieve this aim, students will work in teams to launch companies, working through issues of market analysis, technology viability assessment, competitive positioning, team-building, product life-cycle planning, marketing strategy, sales channel analysis, and a strong emphasis on the entrepreneur as a salesperson. This hands-on course teaches a rigorous framework as well as provides a valuable experience to students so that they, upon completion, can be more successful in starting a new venture.

Comparative Constitutional Systems

ECTS: 6

Teacher: doc. PhDr. Miloš Brunclík, Ph.D.

Course description:

The course provides students with basic knowledge on major models of constitutional systems of Western democracies, with a special focus on Europe. The course shows that political systems of Western countries are not only shaped by constitutions and other formal rules, but also by a range of factors that lay beyond the constitution. Hence, the course seeks to present current political systems of Western democracies as a result of interplay of constitutional and extra-constitutional factors. After accomplishing the course students will be able to define three democratic regimes types (presidentialism, semi-presidentialism and parliamentarism) as well as their varying conceptualizations. Furthermore, they will be able to identify major decision-makers in political systems in various democratic regimes types, they will understand key relations between the triangle of actors: head of state, government (cabinet) and parliament and their position and functions in respective regime types. In addition to the constitutional institutions in terms of their powers, students will be also able to identify and analyze impact of extra-constitutional factors such as party system, constitutional conventions, public expectations, timing of elections etc.

Civil Society and the Public Sphere in the EU

ECTS: 6

Teacher: prof. PhDr. Karel Müller, Ph.D.

Course description:

The main objective of the course is to acquaint students with the similarities and differences of contemporary European civil societies and to examine the role of cultural, social and political factors in the processes of European public sphere formation within the process of European integration. In the first part stress will be laid on the description and interpretation of presently existing varieties of European civil societies. The course will help the students to understand the main historical roots of European plurality, i.e. the political, economic and cultural processes that engendered this plurality. In the second part the pivotal theoretical concepts of civil society and public sphere will be discussed and applied to a transnational (European) level. The role of civil societies' plurality in relation to the quest for a European civil society and European public sphere will be explored and examined.

Block-taught courses of visiting professors with a limited number of enrolled students:

International Communications: origins modern trends and outlines

ECTS: 6

Teacher: prof. Dimitry Strovsky (Ariel University, Israel)

Course description:

The main goal of the course is to figure out global political and media outlines. The tutor examines the creation and development of leading political and media flows, and, to be more certain, the media state in existing political conditions and its current transition. A peculiar attention is focused on media globalization and manipulation affected by the contemporary political priorities. Also, the issue of media rights and responsibilities in existing political conditions looks very important for investigation of modern political and media trends. Finally, the tutor examines new media outlines related to the BRICS countries and its influence on the world.

Thus, the course serves as both instructive and informative for strengthening the world view of students and their better reflection of humanity tendencies in the world space.

SPRING TERM COURSES:

Conflict Regions in the Current World

ECTS: 6

Teacher: Mgr. Matyáš Zrno

Course description:

The main goal is to provide students with a complex knowledge of current conflict areas what includes the history, geopolitical circumstances and key decision-making processes. What are the origins, present and future of conflicts around the globe? Can we predict new conflicts? Can the West prevail in the war on terror? What are the main insurgencies and how to fight them?

Former Yugoslavia, Former USSR, Middle East, Afghanistan and Pakistan, Northern Africa, Islamic Immigration to Europe, Central Africa, Southern Asia and the War on terror in general.

Lectured by former head of Czech Provincial Reconstruction Team in Afghanistan and long-year correspondent from the Balkans.

Democracy and International Election Observation

ECTS: 3

Teacher: PhDr. Pavel Pšeja, Ph.D.

Course description:

The course offers a comprehensive treatment of international election observation missions as a tool to promote democracy and good practices in the elections. Primarily, this course focuses upon the phenomenon of international electoral observation missions which in the last thirty years evolved in a powerful system of monitoring and policy recommendations,

and are often perceived as a tool to point out to non-democratic features of many contemporary political regimes.

To grasp the phenomenon in its complexity, the course aspires to approach it both from historical and theoretical, and also from practical perspective. After setting up appropriate framework dealing up with the evolution, problems, and practices of democracy and democratization, the course will present a thorough analysis of the electoral observation mechanisms and actors. This knowledge will then, in the last part of the course, provide the basis for practical exercises in which the students will try to test their ability to analyze selected cases of elections, and will participate in simulations of real electoral observation missions.

Modern Party Politics in Europe

ECTS: 6

Teacher: doc. Miloš Brunclík, Ph.D.

Course description:

The aim of the course is to provide students with knowledge about new types of political parties that have emerged in Europe since 1970s and which do not perfectly fit the traditional Lipset and Rokkan's scheme of cleavages and parties that result from them. The new parties, some of which can be treated as "niche parties" are discussed from the perspective of their new policies, organization, membership and position in respective party systems.

The rise of new types of parties is analyzed in context of changing modern societies, important process that directly affect party politics, shifting values and changing policy priorities in a globalized world. The course is focused on relevant and electorally successful parties such as green parties, radical-right wing parties, eurosceptical parties, populist parties to name the most important ones. The course also discuss other parties that are relevant mainly in terms of new types of organization (cyber parties) or policies (pirate parties, feminist parties, single-issue parties and like).

Students, who pass the course successfully, will be able to identify, classify and analyze major types of new political parties in Europe. They will be able to distinguish particular

types of these parties and identify their main policies and causes of their success. Students will also gain knowledge about important contextual factors in which these parties emerged.

AI and Ethics

ECTS: 6

Teacher: Dr. Eszter Nova (Hungary)

Course description:

The seminar uses the example of artificial intelligence (AI) to explain the importance of Rand's virtue ethics. The recent public discourse on imbuing AI with ethical premises highlighted just how important moral philosophy is for human flourishing – and how unsolved our competing ethical systems are. Even for human use, but definitely for machines. According to virtue ethicists, such as Rand, philosophy has a duty to illuminate and guide real life. Applying various branches of philosophy are part of the job. Accordingly, Ayn Rand's moral philosophy and epistemology have a lot to say about artificial intelligence development. This seminar aims at introducing students to the philosophy of Ayn Rand with special emphasis on the application of her virtue ethics on the field of AI.

Business Economics

ECTS: 9

Teacher: Doc. Klára Čermáková and Co.

Course description:

The aim of the course is to systematically introduce the theory of the firm, and institutional and political context of its functioning. It deals with the justification of the existence of firms, their internal structure and external regulation, both in terms of interdisciplinary approach of economics and law.

Upon successful completion of this course, students will be able to understand the functioning of companies in a broader context.

Money and Banking

ECTS: 9

Teacher: Dr. Marek Vokoun/Dr. Jan Neugebauer

Course description:

The objective of the course is to achieve student's acquaintance with the nature and functions of money in the modern banking system. Financial architecture associated with existence of central banks will be described and analyzed and students will be explained in detail macroeconomic challenges of various monetary regimes and regulatory schemes.

Politics and Economy of Central Europe

ECTS: 9

Teacher: Dr. Pavel Pšeja / Dr. Martina Krásnická

Course description:

The course analyzes in detail the political and economic developments in the Central European region after 1989, with an emphasis on understanding the interrelationships and long-term trends that have shaped the region. Political and economic processes are presented in the course with regard to both global influences and the specifics of individual countries in the region.

Modern policy-making

ECTS: 9

Teacher: Bill Gallagher (USA)

Course description:

This course has two main goals. First, to introduce students to the latest trends in the field of evidence-based public policy making and behavioral insights. Second, to teach students basic statistical and quantitative methods commonly used in behavioral public policy research.

International Finance

ECTS: 7

Teacher: Dr. Marek Vokoun/Dr. Jan Neugebauer

Course description:

The course is aimed at understanding the main features of the functioning of the international market as well as current problems in the environment of free flow of capital and floating exchange rates. International financial institutions are also discussed in the course. The subject will also provide students with the knowledge to identify the exchange rate risk faced by the market entity and the technique of securing it.

Geopolitics and Diplomacy in Practice

ECTS: 6

Teacher: Tomáš Pojar, M.A.

Course description:

The aim of the course is to point at many myths of international politics, show strengths and limits of diplomacy in the real world and also analyse interstate relations and the importance of history and geography for international relations to show functionality of international organizations such as NATO, the EU, and regional groupings such as the Visegrad Four, as well as to argue that there is no real diplomacy which is not backed by power of economy and military.

The course will be based on the concrete experience of the Czech Republic and its long term relations with direct neighbours as well as bigger regional and world powers. Crosscutting issues such as energy security, economic diplomacy, support of human rights and democracy or military to military and intelligence cooperation will be closely examined. The course will be attended by several guest speakers, practitioners who have been dealing with issues of foreign relations, defence and security in several positions and from various points of view during their careers.

Game Theory and Strategic Decision-Making

ECTS: 9

Teacher: doc. Ing. Božena Kadeřábková, CSc.

Course description:

The course provides students with conceptual tools for analyzing strategic decision making.

These tools are applied to topics from the fields of economics, business and politics.

Upon successful completion, students will be able to analyze problems involving strategic decision-making.

Academic Writing

ECTS: 7

Teacher: doc. Ing. Božena Kadeřábková, CSc.

The course Academic Writing covers various skills and concepts essential for successful writing in higher education.

Key topics and skills that will be part of this course:

Development of Argumentation: Students will learn how to build a solid and logical argument supported by relevant evidence and examples.

Structure and Organization: Students should understand the basic structure of academic texts, including the introduction, main body, and conclusion. They should also comprehend how to organize ideas and arguments effectively.

Working with Sources: How to search for, evaluate, and use various sources, including books, articles, and online resources.

Proper Citation and Referencing: Students should be familiar with different citation styles (APA, MLA, Chicago, etc.) and correctly cite from various sources.

Academic Language and Style: How to write formally and academically, emphasizing appropriate vocabulary, style, and tone.

Ethics of Writing: Emphasis on the ethical aspects of writing, including responsible citing, preventing plagiarism, and adhering to academic standards.

Presentation and Defense: How to prepare a presentation or defence for a written work. The course allows students to develop these skills and prepares them for successful academic writing.

Block-taught courses of visiting professors with a limited number of enrolled students:

Current political changes in Europe: problems, challenges, insights. What is the future?

ECTS: 6

Teacher: Prof. Dmitry Strovsky (Israel)

Course description:

This course aims on envisaging the political situation in Europe since the collapse of the Soviet Union in 1991. The last more than 30 years were absorbed with different dilemmas and unpredictabilities, a few of which are still unresolved. Most obvious in this regard is the political situation around the former Soviet Union and the consequences after its collapse. The situation originated a new set of hardships including territorial, political, economic etc., which influence not only the European space but far beyond. They concern, in particular, political management as such, the issues of national identity, modern emigration, economic instability and many others.

This demands, at least, a more scrupulous investigation of the contemporary situation in Europe, given main political and economic interests of this conglomerate and separate countries in particular. Military conflicts that occurred in Europe this time are supposed to be a part of this agenda.

This volumable analysis will enable to better see the future evolution of Europe and its readiness to confront with current obstacles and challenges being painful for its development.

The course looks as suitable for students of different specialties, and develops their knowledge in humanities regarding history, politics and cultural studies.