



BRNO FACULTY OF BUSINESS
UNIVERSITY AND MANAGEMENT
OF TECHNOLOGY

GUIDE FOR STUDENTS





WELCOME TO THE FACULTY OF BUSINESS AND MANAGEMENT

It is our pleasure that you have chosen Faculty of Business and Management (FBM) of Brno University of Technology (BUT) as your study abroad destination.

BUT is the oldest and largest engineering university in the Czech Republic and one of the leading teaching and research universities in Central Europe.

We believe that studying at FBM and living in the vibrant, university city of Brno will bring you an unforgettable life experience. Brno is significant academic city with six public and a number of private universities. There are about 80 thousand university students and the city has been changing to meet this challenge.

Staying in a foreign environment might be challenging, this booklet aims to help you gain basic information about living in the Czech Republic and being an exchange student here. We are ready to give you guidance and support so that you can fully enjoy both the academic as well as cultural part of your stay at Faculty of Business and Management.

More information about BUT can be found at www.vutbr.cz/en and about FBM at www.fbm.vutbr.cz/en/faculty.

Current offer of courses can be found at www.vutbr.cz/en/students/courses or at the end of this guide.

The teaching is organized into 2 semesters:

- > **Fall semester** runs from late September until late December
- > **Spring semester** runs from early February until mid-May

Every semester consists of **13 weeks of lectures and 5 weeks of exams**.

WHERE AND HOW TO FIND US?



Direct regular flights are possible to Brno International Airport from London and Eindhoven. There are convenient connections from all over the world via Prague, Vienna and Bratislava. There are buses heading to train and bus stations in the centre of Brno at the airport terminals.



Brno can be reached via motorways heading from Prague (200 km), Bratislava (140 km) or from Vienna (130 km). There are several buslines on these routes, such as Student Agency and Tourbus.

A complete list of connections can be found at www.idos.cz or www.studentagency.eu/en.



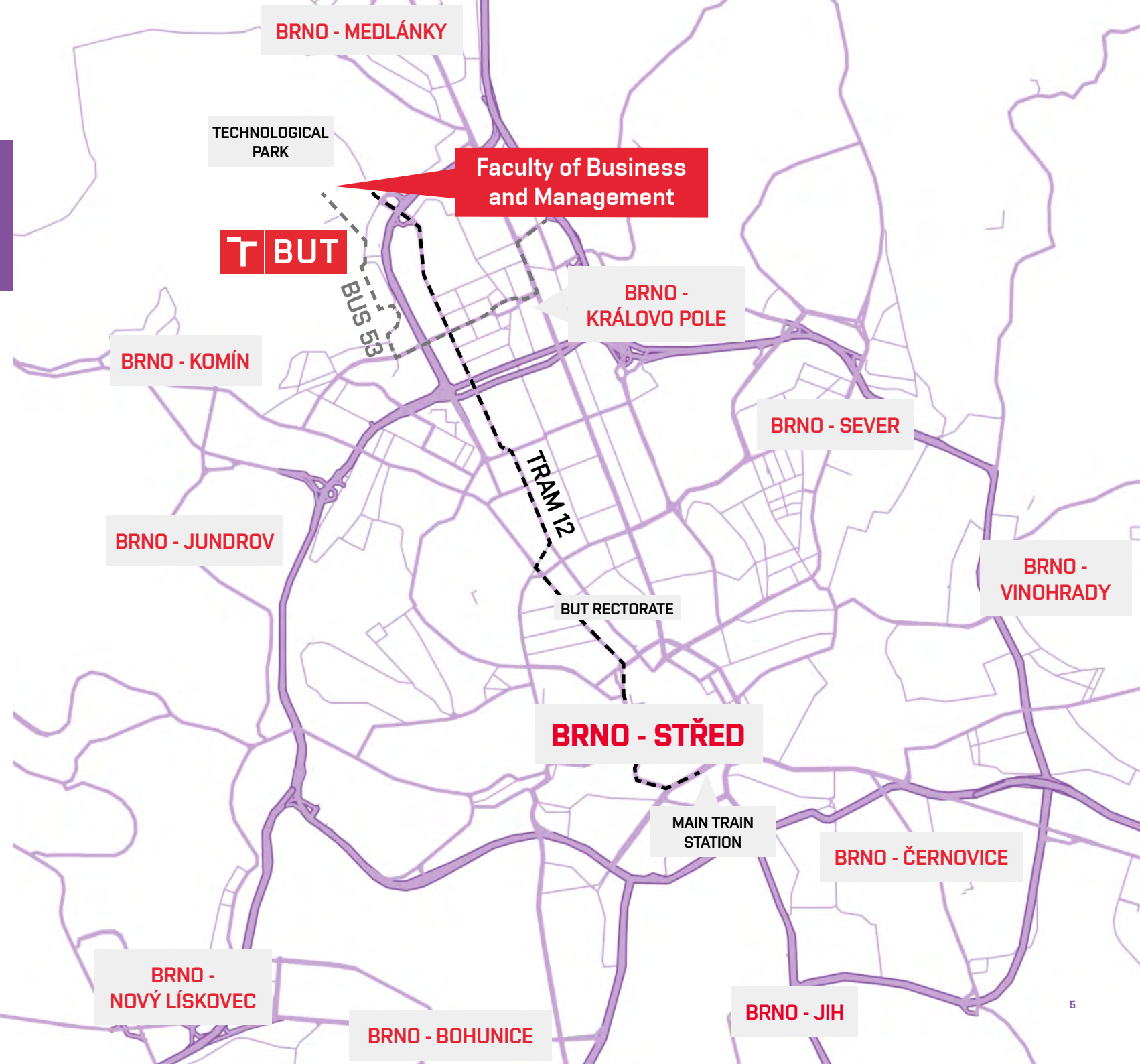
Brno is an important rail junction with many EuroCity trains passing through.

The train connections can be found at www.idos.cz.

How to find FBM?

From the center (the most suitable stops are Main Railway Station "Hlavní nádraží", or "Česká") you can go by tram No. 12 (general direction is "Královo Pole") to the final stop "Technologický park" and walk approximately 200 meters. Or, you can get off at "Skácelova" stop and take bus No. 53 and go to "Kolejní" stop, which is literally in front of the faculty.

The time tables can be found on-line at www.idos.cz and at each stop.



WHAT TO DO BEFORE ARRIVAL

Application process

Students need to fill in the on-line application form:

www.vutbr.cz/eprihlaska/en/z/zadani/vybrat-obor/fakulta/13

Read instructions carefully before completion your on-line application! Incomplete, incorrect and/or illegible applications cannot be processed!

The application consists of 5 items:

1. Application Form
2. Learning Agreement
3. Curriculum Vitae (Resume)
4. Motivation Letter
5. Electronic photograph in JPG format (passport size)

Application Form and Learning Agreement have to be signed by your home university coordinator.

E-MAIL these items to the International coordinator:

Ing. Veronika Ptáčková
international@fbm.vutbr.cz

Application deadline:

- > **31 May for Fall Semester**
- > **15 November for Spring Semester**

Current offer of courses can be found at www.vutbr.cz/en/students/courses or at the end of this guide.

Visa

According to the current legislation if you do not come from an EU/EEA/EFTE country you need to obtain a visa. The application procedure and visa requirements are defined by the regulations of the Czech embassy in your home country. In order to prepare your visa documents, it is necessary to send us a scanned copy of your valid passport. Then we will send you supporting documents required for Visa application.

Health insurance

Before coming to study to the Czech Republic, students should acquire their health and travel insurance. It is recommended to have insurance that is valid outside of the Czech Republic for travelling purposes.

Students from the EU/EEA/EFTA countries are entitled

to the same urgent health care free of charge as are Czech citizens. They can go to the doctor/dentist/hospital directly with the European Health Insurance Card (EHIC).

Other international students must get private insurance that is valid for the whole period of their stay in the Czech Republic and covers hospitalisation, medical assistance and repatriation expenses. If necessary, it can be arranged in the Czech Republic with a local insurance company.

For more information visit the website of the Czech embassies and consulates www.mzv.cz/jnp/en/diplomatic_missions or the Czech Insurance Association www.cap.cz/en.



USEFUL INFORMATION

Accommodation and dining

Accommodation for international students is provided by BUT halls of residence ("Koleje a Menzy v Brně"). More information can be found at www.kam.vutbr.cz/english or you can use e-mail ubytovatelky@skm.vutbr.cz.

BUT provides accommodation in modern halls of residence, mostly in double rooms with 100% high speed internet connection. Most of the bedrooms are equipped with their own bathroom and toilet; some rooms have a shared bathroom for 2-3 rooms. All halls are equipped with laundry rooms with clothes dryers. Students have access to a study room, TV room, bicycle room, music room with a piano or photographic room, for example.

You can also use various sports facilities of the Centre for Sports Activities at www.cesa.vutbr.cz/about-cesa.

The dining services are available close to the dormitories and include cafeterias, restaurants, pizzerias, cafés, bars and snack bars with choice of hot and cold or vegetarian meals. There is a computerized food services system for on-line ordering and cash free payment with your student cards.

ISIC – International Student Identity Card

If you have your Student Identity Card (ISIC) from your home university/country, it will allow you to benefit from student discounts for such things as the public transport pass, most museum and theatre tickets, and many bus, rail and air fares. For many of these issues, the B.U.T Student Identity Card is a sufficient alternative (see below).

BUT Student Identity Card

When you are enrolled in university, you will get a student identity card with a special BUT chip. This card will serve you as your identification card while you are at Brno University of Technology. It will enable you to enter computer rooms at faculties or in the university center, department or central libraries, and other university facilities.

You can benefit from the student discounts available at student cafeterias, for public transportation, most museum, theatre, rail and bus tickets, etc. Your card will be prepared after your arrival to FBM at International Office.

Transport in Brno

Public transport in Brno includes bus, tram and trolleybus lines including night bus lines. There are two main connection points in the city: one at the main railway station (Hlavní nádraží), the other at Česká street (Česká).

The time tables can be found on-line at www.idos.cz and at each stop.

To use public transport you need a valid ticket (stamped in a yellow machine immediately after getting on the vehicle) or a travel card. >>>



>>> Individual tickets can be purchased at many stands, in some shops, in ticket machines at stops. You can also buy a ticket at a driver but it is a little bit more expensive. There are different types of tickets according to areas and length of transport. There are 8 different zones but for travelling within most parts of Brno you need tickets for zones 100 + 101.

To get the student travel card you need 1 passport-size photograph and a certificate proving that you are a student of FBM. You can get a month or a 3-month coupon on your student travel card. These coupons are being sold by the Brno Public Transport Company at Benešova Street and at other points around Brno, too.

Emergency phone numbers

Throughout the Czech Republic, there is one set of emergency numbers for use in case of fire, the urgent need for an ambulance, or crime. These are as follows:

| | |
|--------------------------|------------|
| General Emergency | 112 |
| Ambulance | 155 |
| Fire station | 150 |
| Police | 157 |
| Municipal Police | 156 |

Emergency cases

If you are faced with an urgent need for medical attention at a time when doctors' offices are not open, and you are confined to bed, call the first-aid service at **+420 545 538 538**; a doctor will come to examine you within a very short time. In other cases you should go in person to the Emergency service in Traumatological hospital Brno ("Úrazová nemocnice") at Koliště street 41 - entrance from the Ponávka street 6. It is open Monday - Friday from 7:00 pm to 7:00 am and non-stop on Saturdays, Sundays and holidays.

Emergency dental care is also available at the same address. More information can be found at www.unbr.cz.

Police

There are two police forces in the Czech Republic. Police of the Czech Republic (Policie České republiky) and Municipal Police Forces (Městská policie). The Czech Police deal with such areas as criminal activities, road traffic (accidents, fines and so on), and visas for foreigners. The Municipal Police have limited powers to maintain law and order within the town or city where they work.

Pharmacies

Most of the medicines available elsewhere can be obtained here, though not in every pharmacy. In case you need some kind of medicine in the evening, at night or over the weekend, when shops are normally closed, there is a non-stop pharmacy located in the centre of the city at Koliště street 47, phone: **+420 545 424 811**.



Currency

The Czech currency is called „koruna“ (crown), abbreviated Kč / CZK. Coins in the following denominations are in circulation: 1, 2, 5, 10, 20 and 50 crowns. In addition, there are the following notes: 100, 200, 500, 1 000, 2 000 and 5 000 crowns. The approximate conversion rate is 100 CZK / 3,70 EUR or 26 CZK / 1 EUR.

Money matters

The cost of living is low in the Czech Republic compared to most Western countries, and you will be able to live comfortably without spending large sums. Most supermarkets, shops, restaurants and institutions accept payment cards. There are many cash machines located especially in the city centre and in the campus. Foreign currency can be exchanged at any bank. The small exchange booths in the centre of Brno are

said to offer good exchange rates. Although the Euro is occasionally accepted by some restaurants, hotels and shops, the Czech crown is generally the only currency that can be used.

Post offices

Most post offices are only open on weekdays. The one beside the Main Train Station remains open non-stop, 24 hours a day seven days a week.

Climate and weather

The Czech Republic is a landlocked country with a temperate climate. There are four seasons including relatively hot summers and snowy winters and moderate springs and autumns.

For weather forecast you can visit www.chmi.cz.

Public holidays

| | | | |
|---------------|---|----------------|---|
| January 1 | New Year’s Day | July 6 | Day marking the anniversary of the death of Jan Hus (1415) |
| Big Friday | moveable, the Friday before Easter Sunday | September 28 | Day of Czech statehood (the feast day of St Václav) |
| Easter Monday | moveable; the Monday after Easter Sunday | October 28 | Day commemorating the founding of the Czechoslovak state (1918) |
| May 1 | Labour Day | November 17 | Day of the struggle for freedom and democracy |
| May 8 | Liberation Day (marking the end of World War II) | December 24-26 | Christmas holidays |
| July 5 | Feast day of the Apostles of the Slavs, Sts Cyril and Methodius | | |



Culture in Brno

Brno never sleeps! Its cultural life is extremely rich and varied. The theatres in Brno offer a wide range of stage productions – dramas, operas, ballets, operettas, musicals and puppet plays. The main theatres are: Janáček Theatre, Mahen Theatre, Brno Municipal Theatre and Husa na provázku (Goose on a String) Theatre.

Those interested in a dose of Western culture can find the latest films in the original English, alongside films in Czech for the more adventurous, at the city's many cinemas and two multiplexes.

Notable among Brno's numerous galleries is the Moravian Gallery, featuring works by major Czech and international artists, and the Brno City Museum (located in the historical Spilberk Castle), featuring several

exhibits dedicated especially to the city's rich history.

The State Philharmonic Orchestra performs regular concerts in various halls, often featuring the work of great Czech composers such as Dvorak, Smetana and Janacek, whose creative life was so closely linked with Brno.

The city was also a major centre of the Functionalist movement in architecture between the wars, and today buildings such as Mies van der Rohe's landmark Tugendhat Villa (recently designated a UNESCO World Heritage site) are open to the public. The nicest thing about the city centre is that there is always something going on in the main square called Náměstí Svobody ("Svobodák"): a festival of Czech regions, where you can try our traditional cuisine, wine festivals, the Easter market and the popular Christmas market. >>>

>>> A lot of information can be provided by the Tourist Information Centre at Radnická street in the Old Town Hall. You can visit www.ticbrno.cz/en. They offer maps of Brno and its surroundings, brochures and list of upcoming events. Your entertainment guide can be found at www.GoToBrno.cz.

Sports

Brno offers a wide range of sporting and recreational opportunities. The city of Brno also provides dozens of sporting facilities, including three indoor swimming pools, four open-air swimming pools and a small aqua park. In winter you can go ice-skating to two winter arenas. For dance enthusiasts there are several dance centres which offer a wide range of classes, such as ballet, ballroom dancing, street dance, Zumba, Latin, pole dance and others. There are also sport centres with tennis, squash and badminton courts and many gyms with specific classes.

BUT has its own sport centre which offers a wide range of activities for students, such as aerobics, badminton, bowling, indoor cycling, swimming, horse-back riding and squash. For BUT students most of the activities are free of charge.



INTERNATIONAL RELATIONS DEPARTMENT AND FACULTY OFFICE

The International Relations Department, located at BUT Rectorate, is the central office responsible for international relations and co-operation:

Brno University of Technology
Antonínská 548/1, 601 90 Brno, The Czech Republic
international@vutbr.cz
www.vutbr.cz/en/international

International Office of FBM providing information regarding academic issues to incoming students to FBM:

Faculty of Business and Management
Kolejní 2906/4, 612 00 Brno, The Czech Republic
www.fbm.vutbr.cz/en/faculty

Erasmus+ Coordinator at FBM:

Ing. Veronika Ptáčková
international@fbm.vutbr.cz
+420 541 142 508

Vice-Dean for International Relations:

doc. PhDr. Iveta Šimberová, Ph.D.
simberova@fbm.vutbr.cz
+420 541 142 678



INTERNATIONAL EXCHANGE ERASMUS STUDENT NETWORK

Erasmus Student Network (ESN) is a non-profit international student organisation. Their mission is to represent international students, thus provide opportunities for cultural understanding and self-development under the principle of **Students Helping Students**. ESN is the biggest student association in Europe.

ESN VUT Brno is a part of ESN, a group of international volunteers and your future friends. Helping, caring, and entertaining. They are here to make your stay in Brno simply awesome!

All the information you might need can be found at www.but.esnbrno.cz. or you can send a message to info@but.esnbrno.cz.

Pick-up system

Before the arrival, foreign students can register into our ESN BUT Brno online system. They state basic

information about their arrival details and then someone from our club who is available on that date and time comes to pick them up! The pick-uper leads the foreign student to the dormitories and helps him/her with the accommodation and all the stuff around. Then it is only up to the local and foreign student whether they want to stay in touch during the forthcoming months or not. Usually great friendships arise thanks to the Pick-up system!

Buddy system

Each foreign student can also apply for a Buddy. Again, it is someone from the ESN VUT Brno who helps the foreign student with everyday life in Brno. Buddy is a guide. It is a person who can be trusted and contacted anytime. In any case. You can even call him/her when you are bored or in mood for a beer.

More information can be found at www.but.esnbrno.cz.



STUDENT DISABILITY SERVICES

The Over the Blocks support centre for students with special needs offer a wide range of services provided by trained psychologists and counsellors. Students with specific learning difficulties, visual, hearing and physical impairments, mental health problems and chronic diseases can specify their interest in the assistance when submitting the e-Application.

Contacts for Over the Blocks Counselling Centre:

Block A04
Kolejní 2905/2. 612 00 Brno, The Czech Republic
botkova@lil.vutbr.cz
+420 541 142 929





LIST OF COURSES AT FBM



Bachelor’s study programme - Fall

| Subject | Annotation | Lecture | Seminar |
|--|--|-------------------|-------------------|
| Czech Republic - History, Culture and Economy for International Students Credits: 4 | The aim of this course is to provide a broad overview of the Czech Republic to help students to understand Czech environment, history, culture and economic conditions. | Anna Putnová | Anna Putnová |
| Project Management Credits: 5 | The subject is focused on project management methodology based on the IPMA (International Project Management Association) and uses current trends in project management. The course aims to introduce students the methodology of IPMA, current trends in project management and teach students how to manage projects. | Lenka Smolíková | Lenka Smolíková |
| Logistics Credits: 5 | Effective logistics management is crucial for the success of the company. Logistics harmonize material flows in all forms of material principles with information flows for obtaining economy both for customers and providers. Logistics is one of the form value chains, which connect enterprise with their customers and suppliers. | Vladimír Bartošek | Vladimír Bartošek |
| Marketing Credits: 6 | Marketing business approach is important base of long-term good competitive position of the company. Marketing knowledge is important base for business management. The course is focused on actual marketing practice based on theoretical background. The course is interactive, students are working on the particular project of marketing plan development. | Vít Chlebovský | Vít Chlebovský |

Bachelor’s study programme - Fall

| Subject | Annotation | Lecture | Seminar |
|--|--|----------------------------|----------------------------|
| Market Economy Credits: 5 | Subject The Market Economy is based on knowledge of the principles of market economics and is designed to give students an overview of the most important findings and theories in the field of behavior of all economic entities that economic theory defines as the aggregate of households, firms and the state. This is the interpenetration and interlinking of knowledge, which are generally divided into two areas: microeconomics and macroeconomics. | Stanislav Škapa | Vladimíra Kučerová |
| Management Credits: 6 | Achieving knowledge of the term management. Core of the topic is structure of management according to the functions. Detailed explanation of individual functions: Planning, organizing, motivating, leadership and control. | Anna Putnová | Petr Novák |
| Economics of Company Credits: 4 | The course focuses on categories of business economics, objectives and functions of the company, property and capital valuation of assets and liabilities, income and expenses, profit and their mutual relations. The course includes the basics of financial and investment activities and economic decisions decision-making. | Marie Pavláková Dočekalová | Marie Pavláková Dočekalová |
| Mathematics Credits: 6 | The subject is a part of theoretical fundamentals. The aim is to manage calculations with numeric variables (including the use of IT), combinatorics, and the analysis of functions of one real variable, including their applications in economic disciplines. The aim is for students to master numerical calculations (including the use of IT), combinatorics, and the analysis of functions of one real variable, including their economic applications. | Sulkhan Mukhigulashvili | Sulkhan Mukhigulashvili |



Bachelor's study programme - Fall

| Subject | Annotation | Lecture | Seminar |
|---|---|-----------------------|-----------------------|
| Market Research | The aim of this course is to master the basics of market research. Students will learn the research methods of collecting primary and secondary data and their applications within the business environment of SMEs. Students, who successfully complete this course are able to plan and prepare a research project, conduct a research, including its evaluation and draw conclusions to be used for business. | František Milichovský | František Milichovský |
| Credits: 5 | | | |
| Competitiveness of Small Company | Students will be introduced in key approaches in competitiveness. Students will learn application of success-ability concept in conditions of small and middle sized companies. Presentation of concepts of development of competitiveness with focus on success-ability concept, resource based view and core competences and brand development. Application of traditional tools in conditions of small and middle sized company. | Robert Zich | Robert Zich |
| Credits: 6 | | | |
| Digital Marketing and Social Media | The emphasis is placed on the practical use of digital marketing instruments and social networking applications within the launch of innovative products to market. | David Schüller | David Schüller |
| | The significant aspect is also the application of system-analytical methods leading to a product line innovation and optimization of product and service attributes. The main aim is to enhance the competitiveness of a company within the SME business. | | |
| Credits: 5 | | | |



Master's study programme - Fall

| Subject | Annotation | Lecture | Seminar |
|---|--|------------------|------------------|
| Czech Republic - History, Culture and Economy for International Students | The aim of this course is to provide a broad overview of the Czech Republic to help students to understand Czech environment, history, culture and economic conditions. | Anna Putnová | Anna Putnová |
| Credits: 4 | | | |
| Management Information System | The course focuses on the following topics: Historical development of information systems and their categories. Database systems. Corporate information strategy. Strategic management of information systems. Efficiency of information systems and metric. Information systems development. Planning of IS development. IS management. IS security. | Miloš Koch | Petr Novák |
| Credits: 4 | | | |
| International Finance | Introduction to International Finance, Foreign Exchange Exposure, Credit Checking, Political Risk Assessment and Management, Terms of Payment and Doing Business Internationally, International Monetary System, European Monetary Union, International Financial Institutions, Export Credit Agencies, Foreign Direct Investments and Project Finance, Foreign Direct Investments and Capital Budgeting. | Helena Svatošová | Helena Svatošová |
| Credits: 5 | | | |
| Information Support of Processes | The course is focused on making students familiar with important processes on company areas, their selection, analyze and proposal of an effective information support. The objective of course is to make students familiar with principles, analytical tools, modelling tools and managing of company processes. The course is also addresses the problem of support of company processes linked to information systems and technologies through their life cycle. | Zdeňka Videcká | Zdeňka Videcká |
| Credits: 4 | | | |



Master’s study programme - Fall

| Subject | Annotation | Lecture | Seminar |
|---|---|-----------------|----------------|
| International Marketing Credits: 5 | Marketing environment in national, international and global perspective. The history and current trends in the process of internationalization (incl. EU). Major approaches to the analysis of marketing environment in international scope. Marketing mix / extended marketing mix and its use in international marketing. Planning, execution and control of marketing strategy in international economic conditions. | Vít Chlebovský | Vít Chlebovský |
| Cross Cultural Issues in the European Human Resource Management Credits: 5 | The aim of this course is to enable understanding of national culture theory and develop awareness of cultural diversity in international business. To improve the participants’ personal effectiveness and self-development skills for the purpose of cross-cultural management. To enable participants to understand the influence of cultural issues on management and company performance in international context. To develop the skills of using the theory of cross-cultural management in international context | Zdeňka Konečná | Zdeňka Konečná |
| Understanding Global and European Business Environment Credits: 4 | Dispute about the free movement of goods and services, labour, and capital (Schengen Agreement and the Economic and Monetary Union). Discuss the economic relationship between EU and the US, Japan, China. Evaluate how EU policies affecting business operations in Europe. Explain the developments of economic integration in Europe (the Treaty of Rome and the Maastricht Treaty). | Stanislav Škapa | Hana Bortlová |

Master’s study programme - Fall Master’s study programme - Fall

| Subject | Annotation | Lecture | Seminar |
|--|---|-----------------|-----------------|
| Project Management Credits: 4 | Students will gain knowledge about managing project in Business through these topics: Project strategy, Principles of project planning, Theory of constraints and principles of multiple project management, Risk management and its necessity in project work, How to build an efficient project team, The IPMA international certification and the ČSN ISO 10 006 Czech State Norm, Professional utilization of project controlling and reporting, Completing the project, Managing international projects, multi projects, virtual projects, Agile projects. | Lenka Smolíková | Lenka Smolíková |
| Mathematical Economics Credits: 4 | Acquired knowledge and practical skills will be applied to modelling dependencies of factors relating to economic phenomena, explaining their relations and solving problems of microeconomic and macroeconomic environment by with simple mathematical methods. | Ivan Mezník | Ivan Mezník |



Bachelor’s study programme - Spring

| Subject | Annotation | Lecture | Seminar |
|--|---|----------------|----------------|
| Czech Republic - History, Culture and Economy for International Students Credits: 4 | The aim of this course is to provide a broad overview of the Czech Republic to help students to understand Czech environment, history, culture and economic conditions. | Anna Putnová | Anna Putnová |
| Quantitative Methods Credits: 4 | The course Quantitative Methods acquaints students with selected quantitative methods that are used as a support for decision-making. Formulation of a mathematical model of linear programming. Methods of network analysis. Time analysis of AOA deterministic network graphs etc. | Radek Doskočil | Radek Doskočil |
| Personnel work in Small Company Credits: 5 | By the end of this course, students should be able to identify the key assumptions and topics of personnel work in small company, discuss the main recent HR concepts and their implications in the environment of small company, understand the principle techniques concerning people management within organizations and know how to apply these techniques in small companies and analyze personnel issues and understand the limitations of personnel work in small company. | Zdeňka Konečná | Zdeňka Konečná |
| Financial Management of Small Company Credits: 5 | The aim of the course is to introduce students to the basics of corporate financial management, such procuring funding, deciding on investments, working capital management and financial planning, all with a special focus on small enterprises. Setting up financial plan. | Michal Karas | Michal Karas |

Bachelor’s study programme - Spring

| Subject | Annotation | Lecture | Seminar |
|--|--|------------------|------------------|
| Applied Analytical Statistics Credits: 4 | Students acquire basic knowledge of random variables and important types of their distribution, processing data sets of quantitative and qualitative character, point and interval estimation, the most widely used parametric tests and tests of goodness of fit, simple and complex indices, linear and nonlinear regression models and analysis of time series, and will be able to use this knowledge in real business environment so that they are able to receive relevant information needed to support the management of business activities. | Karel Doubravský | Karel Doubravský |
| Communication and Advertising of Small Company Credits: 6 | The course aims to introduce students to the principles of communication and the use of the individual elements of the communication mix (advertising, public relations, direct marketing, sales promotion, guerilla marketing, etc.), focusing on the suitability of use for small and medium-sized enterprises. The students should be able to differentiate and choose the marketing communication tools by the needs of a particular campaign. These tools should be able to combine in the communication mix. They should also be able to properly time the communication campaign and target the target group. | Pavel Mráček | Pavel Mráček |
| Service Management Credits: 6 | Today, services are the growth engine of developed economies. Service Management takes an operations point of view to look at companies and industries in the service sector. The course will be primarily case based and will include cases from industries and sectors such as retailing, health care, financial services, internet services. Cases will be supplemented with lectures and readings, with some guest lectures and field trips as well. | Lucie Kaňovská | Lucie Kaňovská |



Master's study programme - Spring

| Subject | Annotation | Lecture | Seminar |
|--|---|--------------------|---------------------------------|
| Czech Republic - History, Culture and Economy for International Students Credits: 4 | The aim of this course is to provide a broad overview of the Czech Republic to help students to understand Czech environment, history, culture and economic conditions. | Anna Putnová | Anna Putnová |
| Strategic Marketing Credits: 4 | The course is focused on the development of managerial and marketing knowledge and skills of students, as well as on the deeper understanding of managerial consequences in various areas of a company management and strategy. The course will be based on an advanced simulation software - Marketplace. | Vladimír Chalupský | Vít Chlebovský / David Schüller |
| International Taxation of Incomes Credits: 4 | The course deals with the issue of the international taxation of income. In this course students are familiarized with the problems of international double taxation and methods for its elimination. Attention is also paid to legislative regulation in the European Union. The main objective of the course is not only to provide students with the theoretical fundamentals of the issues of the international taxation of income, but also the ability to apply practically the knowledge gained. | Karel Brychta | Karel Brychta |



Master's study programme - SpringMaster's study programme - Fall

| Subject | Annotation | Lecture | Seminar |
|---|---|------------------|--------------------|
| International Business Research Methods and Team Consultancy Project Credits: 11 | The aims of the course are to describe the research process and propose a scheme of their research, schedule and plan research and set pitfalls and critical spots of their research, define the state of scientific knowledge, describe the state of the outer environment and situation of the company, define sources of data and data collection method for secondary research, select a data selection method for primary research and present and defend results of their research for the dissertation. | Karel Doubravský | Anastasia Murínová |
| Strategic Management Credits: 5 | The content of this course is to introduce you to many generally used concepts and ideas of strategic management process and principals of strategic thinking, to train the students' ability to use analytical tools for strategic analysis of external and internal factors, to equip the student with a detailed knowledge of method of formulation of strategy based on hierarchical strategy structure - corporate, business, functional and horizontal strategy, to develop management skills methods of selection, realization and evaluation of strategy. | Robert Zich | Robert Zich |
| Business Intelligence Credits: 5 | The goal of the subject is to teach students manage the projects, development and applications of Business Intelligence (BI), implementation of tasks BI and gain practical skill with analytics parts of BI. The MS SQL Server 2005, 2008 and its integrated functions are used for the practical part of the subject | Jan Luhan | Jan Luhan |



Master’s study programme - Spring

| Subject | Annotation | Lecture | Seminar |
|-------------------------------------|---|-----------------|-----------------|
| International Business | The course is focused on the area of International business environment and trading. Aim of the subject is: to explain characteristics of international environment and importance of international business; to characterize basic ideas and terminology, main subjects and organizations in international business; to introduce basic trade operations and managing of international business. | Iveta Šimberová | Iveta Šimberová |
| Credits: 5 | | | |
| Advanced Methods of Decision Making | The obtained knowledge and skills of the subject will enable the graduates the top and modern access in the processes of analyses and simulation in the national economy and private sector, organizations, firms, companies, banks, etc., especially in managerial, but also in economical and financial sphere. The content of the subject is to make students familiar with the methods of analyses and simulation techniques (fuzzy logic, artificial neural networks, and genetic algorithms) by the way of explanation of the principles of these theories and their resulting applications in managerial practice. | Petr Dostál | Petr Dostál |
| Credits: 5 | | | |
| International Economics | At the end of the curricular unit the students will be able to understand international trade theories, determinants of international trade, international flows of goods and capital and national income accounting and the balance of payments, real and nominal exchange rates and theory of exchange-rate determination, supply and demand for loanable funds and for foreign-currency exchange, equilibrium in the open economy, structure of the foreign exchange-market, optimum currency areas and the European experience and how policies and events affect an open economy. | Marek Zinecker | Marek Zinecker |
| Credits: 4 | | | |

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