

Bachelor of International Business

(FMV B-ME-IB)

Guarantor:

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1. Program Qualification Profile

Fundamental philosophy, values, academic and methodological profile of the program

The aim of the program Bachelor of International Business is to educate economists and equip them with a standard framework of knowledge in economics, business administration, law, statistics and mathematics, with advanced international languages skills, and with a specialization in international business within the context of a changing global environment. Core values of the program are: respect of the ethical dimension of international entrepreneurship, preparedness to work in a multicultural environment in different languages, and ability to swiftly adapt to the changing environment of the world economy.

Profile of students suited for the program

The program is suitable for linguistically talented students who want to work in a multicultural environment and are interested in international entrepreneurship in broad international business, economic, social, legal, and political relations contexts.

Graduates' profiles, labour market and job opportunities

Graduates of the program will find employment mainly in international companies; companies specialized in exportation, and in international institutions, both at lower and middle management levels. They will also be well prepared for further studies at the graduate level.

2. Learning Outcomes

Professional know-how

A graduate:

- ✓ grasps the principles of the world economy, international trade, finance and investment and behaviour of economic actors (consumers, entrepreneurs, governments), understands the causes of market failure and its possible solutions;
- ✓ knows mathematical tools, basic probability theory and descriptive statistics, and information technologies;
- ✓ understands issues of business and labour law;
- ✓ understands the nature of international business operations, specifics of negotiations with international partners, while respecting social and cultural differences;
- ✓ knows basic methods and techniques of retailing, including flow-of-goods management, and methods of territorial analysis.

Professional skills

A graduate is able:

- ✓ to make independent managerial decisions while using elementary marketing tools and tools of financial management of a company in a changing international environment;
- ✓ to handle complex international trade operations, including the necessary legal and financial security transactions.

Students of *International Business* are obliged to meet the following study requirements:

1. Complete 120 credits in compulsory courses (oP)
2. Complete 18 credits in language courses (oJP)
3. Complete 21 credits in faculty elective courses (oV)
4. Complete 15 credits in university elective courses (oV2)
5. Get 3 credits by writing and defending a Bachelor's Thesis
6. Get 3 credits by taking the Final State Exam in International Business

Compulsory courses (oP) – 120 credits

Code	Course	Credits
22F300	Bachelor's Thesis Seminar	5
5EN153	Basic Macroeconomics	4
5EN152	Basic Microeconomics	6
1FP251	Corporate Finance	6
11F251	Financial Theory, Policy and Institutions	5
2SE152	Geography of the World Economy	3
4IT152	Informatics	3
33F151	Marketing and Business Policy	5
55F750	Mathematics for Economists I	6
2SE251	International Economics	7
2MO351	International Trade	6
2MO352	International Business Operations	6
2MO252	Doing Business in Selected World Markets	6
2OP251	Retail Management	9
2OP352	Retail Marketing	6
4ST601	Statistics	6
2SE252	World Economy	9
1FU251	Accounting I	6
2ZP151	Sustainable Development and Environment	4
2PR151	Introduction to Law	6
2OP222	Principles of Management	6

Within 21 credits of the faculty elective courses (oV), students can choose from the list of approved elective courses accredited by the Faculty of International Relations, visiting professors' courses and language certificates.

Faculty elective courses (oV) – 21 credits

Code	Course	Credits
2SE306	Competitiveness Analysis in the European Union	3
2OP323	Application of Regression Analysis - in English	3
2MO335	Chinese Sustainable Development and Ecological Civilization	3

2SE208	The economic potential of the post-Soviet region - in Russian	6
2SE327	Economic potential of the Middle East and North Africa region	3
2SE328	Economy and Trade of Hong Kong	3
2OP325	E-marketing	3
2PL223	European Politics in Comparative Perspective - in English	3
2PL396	European Political Systems	3
2MO642	Financial Management in International Business - in English	6
2AJ315	Exam practice for CAE (C1)	3
2MO321	Intercultural Management - in French	3
2OP324	Japanese Management Style - in English	3
2OP308	Dealing with Chinese Business Counterparts - in English	6
2MO353	Competitiveness of the CEE Countries	3
2MO322	Marketing on the French Market - in French	3
2PL340	Media in the Process of Modern Political Transformation: the Case of Russia -- in English	3
2MO434	International Brand Communication Strategy	3
2MO432	International Marketing for exchange students - in English	6
2MO314	International Trading with Intangibles - in English	3
2MO643	Intercultural Negotiation - in English	3
2SM271	International Relations for exchange students	6
2PL397	Civil Society and Public Sphere in Europe - in English	3
2OP322	Business Cultures of the Latin American Nations - in English	3
2OP327	Business Cultures of the Latin American Nations - in Spanish	3
2OP332	Business Strategies for the Base of the Pyramid	3
2OP334	Operations Management	3
2OP224	Personal Development	3
2MO647	Doing business on Russian market - in English	6
2MO332	Business in Russia - in English	3
2OP328	Advanced Financial Management Techniques: Application in an International Settings - in English	3
2SE325	The Position of Sub-Saharan Africa in the World Economy - in English	3
3MA533	Project Management Simulation	4
2MO326	Diplomatic Protocol - in French	3
2AJ309	Preparation for BEC Higher 1 (C1)	3
2AJ310	Preparation for BEC Higher 2 (C1)	3
2AJ305	Preparation for CAE 1 (C1)	3
2AJ306	Preparation for CAE 2 (C1)	3
2AJ323	Preparation for CPE I (C2)	3
2AJ324	Preparation for CPE II (C2)	3

2NJ230	Preparation for Goethe-Zertifikat B2	3
2NJ330	Preparation for Goethe-Zertifikat C1	3
2RO373	Preparation courses DELE B2	3
2RO375	Preparation course DELE C1	3
2RO464	Preparation for exams of the Chamber of Commerce Madrid (B2/C1)	6
2RO319	Preparation course for the Certificate of Paris Chamber of Commerce (B2)	3
2RO404	Preparation course for the Certificate of Paris Chamber of Commerce (C1)	6
2OP609	Retailing in the USA - in English	3
2OP320	Human Resources Management in International Context - in English	3
2OP333	Management of Organizations	3
2MO334	Corporate Performance Management - in English	3
2PL395	Conflict Resolution Simulations in English	3
2SM427	Sociology of International Relations - in English	6
2SE324	Understanding the International Economic Order - in English	3
2OP326	Strategic Management and Business Model Innovation - in English	3
2MO336	International Negotiation Strategies: Techniques and Simulations	3
2MO253	Supply Chain Management	3
2SE326	World Economy: geoeconomical approach - in English	3
2OP331	Organization Theory and Design	3
2OP307	Negotiation Skills Training - in English	6
2PL398	Introduction to Politics - in Russian	3
2PR333	Fundamentals of Spanish Business Law	3

Students study 18 compulsory credits of any of the following language classes:

Language courses (oJP) – 18 credits

Code	Course	Credits
2AJ153	Intensive Czech for Foreigners	6
2RU136	Low Intermediate Czech for Foreigners (A2)	3
2RU134	Intermediate Czech for Foreigners	6
2AJ151	Czech for Foreigners 1 (A1)	3
2AJ152	Czech for Foreigners 2 (A1)	3
2AJ251	Czech for Foreigners 3 (A2)	3
2AJ252	Czech for Foreigners 4 (A2)	3
2AJ355	Czech for International Business 1 (B1)	3

2AJ356	Czech for International Business 2 (B1)	3
2RO103	Lower Intermediate French for Economists 1 (A1/A2)	3
2RO123	Lower Intermediate French for Economists 1 (A1/A2)	3
2RO104	Lower Intermediate French for Economists 2 (A2)	3
2RO124	Lower Intermediate French for Economists 2 (A2)	3
2RO201	French for Economists 1 (B1/B2)	3
2RO202	French for Economists 2 (B1/B2)	3
2RO203	French for Economists 3 (B2)	3
2RO204	French for Economists 4 (B2/C1)	3
2RO107	Intermediate French for Economists - social and cultural realities 1 (B1/B2)	3
2RO108	Intermediate French for Economists - social and cultural realities 2 (B1/B2)	3
2RO105	Intermediate French for Economists 1 (A2/B1)	3
2RO106	Intermediate French for Economists 2 (B1)	3
2RO121	Basic French for Economists I	3
2RO122	Basic French for Economists II	3
2RO101	Basic French for Economists 1 (A0/A1)	3
2RO102	Basic French for Economists 2 (A1)	3
2RO337	Italian Low Intermediate Conversation (A1/A2)	3
2RO141	Italian, Intensive Course 1 (A0/A1)	6
2RO142	Italian, Intensive Course 2 (A1/A2)	6
2RO133	Lower Intermediate Italian for Economists 1 (A1/A2)	3
2RO134	Lower Intermediate Italian for Economists 2 (A2)	3
2RO231	Italian for Economists 1 (B1/B2)	3
2RO232	Italian for Economists 2 (B1/B2)	3
2RO233	Italian for Economists 3 (B2)	3
2RO234	Italian for Economists 4 (B2/C1)	3
2RO135	Intermediate Italian for Economists 1 (A2/B1)	3
2RO136	Intermediate Italian for Economists 2 (B1)	3
2RO131	Basic Italian for Economists 1 (A0/A1)	3
2RO132	Basic Italian for Economists 2 (A1)	3
2RO333	Italian in International Studies 1 (B2/C1)	3
2RO334	Italian in International Studies 2 (C1)	3
2NJ103	Lower intermediate German for Economists 1 (A2)	3
2NJ104	Lower intermediate German for Economists 2 (A2)	3
2NJ201	German for Economists 1 (B1)	3
2NJ202	German for Economists 2 (B1)	3
2NJ203	German for Economists 3 (B1/B2)	3
2NJ204	German for Economists 4 (B2)	3

2NJ108	Intermediate German for Economists 4 (B1/B2)	3
2NJ105	Intermediate German for Economists 1 (A2/B1)	3
2NJ106	Intermediate German for Economists 2 (B1)	3
2NJ107	Intermediate German for Economists 3 (B1)	3
2NJ101	Basic German for Economists 1 (A1)	3
2NJ151	Basic German for Economists 1 (A1)	3
2NJ102	Basic German for Economists 2 (A1/A2)	3
2NJ152	Basic German for Economists 2 (A1/A2)	3
2RO301	Business French 1 (B2/C1)	3
2RO302	Business French 2 (C1)	3
2NJ301	Business German 1 (B2)	3
2NJ302	Business German 2 (B2/C1)	3
2RO361	Business Spanish 1 (B2/C1)	3
2RO362	Business Spanish 2 (C1)	3
2RO193	Lower Intermediate Portuguese for Economists 1 (A1/A2)	3
2RO194	Lower Intermediate Portuguese for Economists 2 (A2)	3
2RO195	Intermediate Portuguese for Economists 1 (A2/B1)	3
2RO196	Intermediate Portuguese for Economists 2 (B1)	3
2RO191	Basic Portuguese for Economists 1 (A0/A1)	3
2RO192	Basic Portuguese for Economists 2 (A1)	3
2RU103	Lower Intermediate Russian for Economists 1 (A1)	3
2RU104	Lower Intermediate Russian for Economists 2 (A2)	3
2RU201	Russian for Economists 1 (B2)	3
2RU202	Russian for Economists 2 (B2)	3
2RU203	Russian for Economists 3 (B2)	3
2RU204	Russian for Economists 4 (B2)	3
2RU205	Russian for Economists 5 (B2/C1)	3
2RU206	Russian for Economists 6 (B2/C1)	3
2RU105	Intermediate Russian for Economists 1 (B1)	3
2RU106	Intermediate Russian for Economists 2 (B1/B2)	3
2RU101	Russian for Economists Elementary 1 (A1)	3
2RU102	Russian for Economists Elementary 2 (A1)	3
2RO163	Lower Intermediate Spanish for Economists 1 (A1/A2)	3
2RO183	Lower Intermediate Spanish for Economists 1 (A1/A2)	3
2RO164	Lower Intermediate Spanish for Economists 2 (A2)	3
2RO184	Lower Intermediate Spanish for Economists 2 (A2)	3
2RO261	Spanish for Economists 1 (B1/B2)	3
2RO262	Spanish for Economists 2 (B1/B2)	3
2RO263	Spanish for Economists 3 (B2)	3

2RO264	Spanish for Economists 4 (B2/C1)	3
2RO165	Intermediate Spanish for Economists 1 (A2/B1)	3
2RO166	Intermediate Spanish for Economists 2 (B1)	3
2RO167	Intermediate Spanish for Economists 3 (B1/B2)	3
2RO168	Intermediate Spanish for Economists 4 (B1/B2)	3
2RO181	Basic Spanish for Economists I	3
2RO182	Basic Spanish for Economists II	3
2RO161	Basic Spanish for Economists 1 (A0/A1)	3
2RO162	Basic Spanish for Economists 2 (A1)	3

Within the 15 credits of the university's elective courses (oV2), students can choose from the list of approved elective courses and visiting professors' courses accredited by other faculties of the University of Economics, Prague. Additionally, they can choose from language courses (same offer as available in oJP plus Chinese).

Students can choose bachelor's thesis topics offered in English by the:

- Department of International Trade
- Department of the World Economy
- Department of Business and European Law
- Department of Retailing and Commercial Communications

A bachelor's thesis seminar must be successfully completed in the semester that precedes the semester, in which the thesis is to be defended.

Final State Exam in International Business comprises of:

2MO351 International Trade

2MO352 International Business Operations

Recommended Study Plan of *International Business*

Course	1st semester			2nd semester			3rd semester			4th semester			5th semester			6th semester		
	hours		EC	hours		EC	hours		EC	hours		EC	hours		EC	hours		EC
	lect	sem		lect	sem		lect	sem		lect	sem		lect	sem		lect	sem	
Mathematics for Economists I	2	2	6															
Informatics	2	0	3															
Basic Microeconomics	2	2	6															
Marketing and Business Policy	0	4	5															
Sustainable Development and Environment	2	0	4															
Introduction to Law				4	0	6												
Basic Macroeconomics				2	0	4												
Principles of Management				2	2	6												
Statistics				2	2	6												
Geography of the World Economy				2	0	3												
Doing Business in Selected World Markets							2	2	6									
International Business Operations							2	2	6									
Accounting I							2	2	6									
Retail Management										4	2	9						
Corporate Finance										2	2	6						
International Economics										2	2	7						
Financial Theory, Policy and Institutions										4	0	5						
Retail Marketing													2	2	6			
Bachelor's Thesis Seminar													0	4	5			
World Economy													4	2	9			
International Trade																2	2	6
Optional Courses (Faculty level)			3			3			6						3			6
Optional Courses (University level)									3						6			6
Language Courses (Czech or foreign)	0	2	3	0	2	3	0	2	3	0	2	3	0	2	3	0	2	3
Defense of the Bachelor's Thesis																		3
Final State Exam																		3
Total	8	10	30	12	6	31	6	8	30	12	8	30	6	10	32	2	4	27

