

COURSE CATALOGUE WINTER TERM 2017/2018

Course title	Learning outcome	No. of credits	Lecturer
<p>Cultural Tourism</p>	<p>Course content: Elementary terminology and typology of tourism; Typology of culture, cultural organizations, the potential of culture for tourism; System of management of tourism in the Czech Republic, legislative, strategic documents; Marketing strategy of tourism; Tourism on the regional level; Elementary marketing in cultural tourism, segmentation of target groups; Specifics of presentation of historical sites and movable property in tourism; International preservation of world cultural heritage; Guide as a mediator of cultural contacts; Issue of human resources in the field of cultural tourism; Multiplication effects of cultural activities' economic potential; Partnerships in the realization of products of cultural tourism, examples from the practice abroad and in the Czech Republic.</p> <p>Upon successful completion of this course students will be able to:</p> <ul style="list-style-type: none"> • define the potential of culture and its significance for cultural tourism, • specify elementary actors and institutions of cultural tourism, • master the terminology and legal norms in the field of cultural tourism, • define limits of use of cultural potential of a specific area in relation to the risks of devastation of cultural goods and barriers in the field of human resources, • theoretically evaluate and practically produce the products of cultural tourism, • use the potential of tourism for the development of culture and its economic aspects, 	<p>6 ECTS</p>	<p>Mgr. Viktor Šafařík, Ing. Iveta Hamarneh, Ph.D. graduated in 1994 from the University of Economics in Prague. After her studies she worked as a separate assistant of an international project MA Economics of International Trade and European Integration. In 2001 she received her Ph.D. degree in International Economic Relations. In 2007 she received a certificate course "College Education".</p> <p>She is the author of Geography of Tourism - Europe (2008), Geography of Tourism – Non-European Destinations (2012), a publication Readiness Czech businesses in the tourism industry to join the EU (GA 402/04/P133) and university textbooks: Geography of Tourism: Czech Republic (2010) etc. She is also the author of numerous articles (in Czech and English language) dedicated to the geography of tourism and other issues (new trends of tourism, international tourism, CSR etc.).</p> <p>Currently, she gives lectures and consultations at the University of Business in Prague and she is a member of the Company of scientific experts in tourism.</p>

	<ul style="list-style-type: none"> • create and realize a specific project of cultural tourism, • present in front of public; • improve presentation skill. 		
Czech Republic as a Tourism Destination	<ol style="list-style-type: none"> 1. Introduction. Content of the course. History and geography of the Czech Republic. 2. Tourism regions of the Czech republic, relevant aspects of life in an area. 3. History and present of tourism, various types of tourism destinations. 4. Main natural heritage of the Czech Republic. Examples. 5. Most important culture - historical heritage of the Czech Republic. Examples. 6. Human history, worlds protected sights, UNESCO in the Czech Republic – part1. 7. Human history, worlds protected sights, UNESCO in the Czech Republic – part2 8. Importance of spas, economy, medical, social. Tradition of spa destinations in the Czech Republic. 9. Wellness and the way of using it in spas and hotels in Czech Republic. Examples. 10. Spas in West and South Bohemia and Moravia. Examples. 11. Spas in Central, Eastern and North Bohemia. Examples. 12. MICE, specially events organized in the Czech Republic. Examples. 13. Gastronomy. Culinary tourism. 14. Medical Tourism in the Czech Republic. 	6 ECTS	doc. Ing. Věra Seifertová, CSc.
Introduction into Czech Language and Culture	<p>The goal of this course is to acknowledge foreign students of ERASMUS with the basis of the Czech language, to teach them simple conversational topics to be able to use in practical life during their studies. The emphasis is put on making easier the communication of students in the Czech language. Students will get an opportunity to visit Czech museums and exhibitions</p>	2 ECTS	Ing. Jitka Hašková has graduated in 1967 at the University of Economics in Prague. After her studies she worked as a computer analyst/programmer for 30 years. For one year she worked in London as a computer analyst/programmer with International Computers Ltd. Last 20 years she has been

	and guided tours of our capital.		teaching English at Higher schools and Private Universities. She took part in the special courses for English teachers at BELLS School in Prague.
New Media and Marketing	<p>New media and new trends in computer science is one of the most dynamic areas of contemporary marketing. Its rapid development and strong links to information technology clearly demonstrates their importance to college students. The course looks at new trends in the broader context, it does not narrow insight into the issue into purely technological angle, but are accentuated social and economic impacts of modern communication technologies. The course aims to introduce new trends in the use of modern information technologies for marketing purposes.</p> <p>We will cover not just new technologies, but also the strategies effective use of these technologies and measurement metrics of successful campaign. The course will further discuss the benefits and risks of social networking, the tools of Web. The students should be able to find their way in a wide range of new media, their specifics and characteristics.</p>	6 ECTS	<p>PhDr. Ing. Antonín Pavlíček, Ph.D. is a head of Department of information technologies - is the alumni of the Faculty of Informatics and Statistics, University of Economics in Prague - bachelor in Computer Science (2000), master's degree from Department of Information and Knowledge Engineering (2002) Ph.D. studies at the Department of Systems Analysis. Since 1998, parallel studies at Charles University, Faculty of Social Sciences. His professional interest lies in new media, social networks, web of the second generation and multimedia. In 2003 he won a scholarship from The Fund for American Studies, through which he passed the summer semester at the prestigious Georgetown University in Washington, DC. Under Erasmus / Socrates program went to Great Britain. During the Ph.D. Economics, he worked for 8 months in 2006 at the partner university Technologico Instituto Autonomo de Mexico. In 2007, the University of Economics sent him to a six-month internship in Knowledge Management Centre, Multimedia University in Kuala Lumpur, Malaysia. In 2011, he briefly lectured at the University of Vinnitca, Ukraine, in 2013 he lectured at university of Maribor.</p>

<p>Territorial Aspects of Tourism Development</p>	<p>The course provides knowledge of the basic tourism terms, main differences among UNWTO tourism regions and subregions, it deals with separate regions from the point of human and physical geography and with global problems in tourism.</p> <p>Course content:</p> <ol style="list-style-type: none"> 1. Basic tourism terms and the introduction to the territorial aspects of tourism development. 2. UNWTO world regions and subregions and their territorial extension and comparison, main tourism differences. 3. World global problems of the mankind, interaction between human and physical geography in particular places. 4. Europe – dominant region in tourism, specific features of separate subregions, the most important countries from the point of view of international arrivals and receipts. 5. Mediterranean and the Alps, specific destinations within the regions of Europe. 6. Czech Republic and the Central Europe – typical features and differences in tourism development. 7. Americas – unequal extension of tourism subregions, specification of tourism trends in certain areas. 8. U.S.A., Canada and Mexico – historical and cultural differences, 9. Caribbean and Central America – tourism specification and dominant arrival countries. 10. Asia and Pacific – second largest UNWTO region according to international arrivals, area specifications and subregion differences. 11. China, Japan, India, South-East Asia and Australia with New Zealand – regional and country 	<p>6 ECTS</p>	<p>RNDr. Tereza Kůsová</p>
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	<p>differences in tourism.</p> <p>12. Middle East – fast growing region due to the oil producing countries and their typical features in tourism.</p> <p>13. Africa – region with colonial past and big regional differences, problems in developing countries.</p>		
Statistics for Business and Economics	<p>Bachelor course is aimed at deepening and filling in basic knowledge of statistical analysis. Particularly, it is concentrated on studying the associations between objects and ideas, some of the computational algorithms and the ability to apply them. After successful completion of this course, students will be able to utilize the knowledge acquired in the other follow-up courses and in practice.</p> <ol style="list-style-type: none"> 1. Introducing the subject, elements of descriptive statistics, frequency distributions 2. Central tendency, dispersion and some asymmetry characteristics 3. Elements of probability theory, definitions, combinatorial analysis, factorial 4. Dependent and independent events, rules for computing probabilities 5. Probability distributions, binomial, Poisson, normal and derived distributions 6. Sampling theory, sampling distributions, basic sample characteristics 7. Estimation theory, unbiased estimates, efficient estimates, point and interval estimates 8. Contingency tables, coefficient of contingency, correlation of attributes 9. Correlation and regression analysis, least-squares regression lines 	6 ECTS	Ing. Lukáš Malec, Ph.D. Mgr. Elena Říhová, Ph.D.