



ERASMUS COURSES

Courses Catalogue

The Erasmus course includes 6 subjects /5 ECTS credits each/ and is provided to international students coming to study at STING ACADEMY within Erasmus+ program. To apply for studies at STING ACADEMY it is necessary to send an Erasmus+ application form, learning agreement and transcript of records.

Please note that there might be further changes due to teachers' availability, numbers of students registered for the courses, etc. Courses with less than 5 students enrolled will be available only as consultations.

A list of courses:

Title of the Course	Scope of the Course	ECTS credits
Microeconomics	2/0	5 ECTS
Business Economics	2/0	5 ECTS
Consumer Behaviour	2/0	5 ECTS
Financial Accounting	2/0	5 ECTS
HR Management	2/0	5 ECTS
Tax Management	2/0	5 ECTS



Microeconomics

Scope of the Course: 2 teaching hours (2/0)

ECTS credits: 5 ECTS

Aim of the Course

The objective of the course is to acquaint students with basic knowledge of microeconomics and enable them to understand the mechanisms of market economy principles and the behaviour of operators at the microeconomic level. Successful completion of the course students should be helped to understand and evaluate information about internal processes and development of businesses and households. At the same time, the course graduates should be able to professionally evaluate expert information from the field of microeconomics published in the professional press and relevant professional resources.

Assessment of the Course

Exam requirements – written test on computers with possibility to obtain a maximum of 100 points (note: to meet the requirements, the test must be met at least 60%). Successful students will continue to the oral exam, where will be verified their knowledge of microeconomic issues obtained from the provided study materials and lectures.

Structure of the Course

1. Introduction to microeconomics (Historical overview, Basic concepts and issues).
2. Introduction to microeconomics (The problem of Scarcity, Factors of production, Production possibilities curve).
3. Demand and consumer behaviour (Demand function).
4. Demand and consumer behaviour (The changes in demand curve).
5. Supply and behaviour of firms (Supply function).
6. Supply and behaviour of firms (The changes in supply curve).
7. Market equilibrium (Excess of supply and demand).
8. Market equilibrium (Consumer and producer surplus).
9. Government interventions (Taxes, Subsidies).
10. Government interventions (Price ceiling, Price floor).

Recommended resources

1. TAMÁŠ, V. Introductory Course in Microeconomics with Exercises. 1. Ed. Brno: Sting spol. s r.o., Publishing, 2018. 68 p.
2. ISBN 978-80-87482-58-2.
3. MOHR, P. Understanding Microeconomics (3 ed.). Braamfontein: Van Schaik Publishers, 2015. ISBN 978-06-270-2943-1.
4. MANKIW, N G. Principles of Economics, 6th edition. New Delphi: South Western Cengage Learning, 2012. ISBN 978 0 538 45305 9.
5. PERLOFF, J. M. Microeconomics Theory and Applications with Calculus (4 ed.). Harlow: Pearson Education Limited, 2018.
6. ISBN 978-06-270-2943-1.



Business Economics

Scope of the Course: 2 teaching hours (2/0)

ECTS credits: 5 ECTS

Aim of the Course

The course presents to the students the knowledge of the business economy (economics) including the historical overview of the management methods. It is focused on the nowadays methods used for business management, the evaluation of company's performance and related values of the company. The graduates will receive the overview of the methods of costing including their specifics and possibilities of their usage in performance management. Students will be able to plan further business activities using the budgeting and strategic cost-management.

Assessment of the Course

Exam requirements – written test on computers with possibility to obtain a maximum of 100 points (note: to meet the requirements, the test must be met at least 60%). Successful students will continue to the oral exam, where will be verified their knowledge of microeconomic issues obtained from the provided study materials and lectures.

Structure of the Course

1. Transformation of corporate environment. Requirements on up-to-date management of the corporation. Actual managerial conceptions. The Business Economy of the 21st century. Strategic management and planning.
2. The introduction to the business performance measurement. Process management. Core approaches to measuring business performance.
3. Specific methods for business measurement – Benchmarking.
4. Specific methods for business measurement – Balanced Scorecard.
5. Specific methods for business measurement – EFQM Model Excellence, Six Sigma
6. The financial performance of the company. The theory of the value management, shareholder value, stakeholder value, the aspects of the business performance and their quantification, EVA, MVA, INEVA.
7. The meaning of the costs in the business management.
8. Costing, traditional and up-to-date costing methods.
9. Traditional and up-to-date budgeting methods. Strategic cost management.

Recommended resources

1. TAMÁŠ, V. Introductory Course of Business Economics with Exercises. 1. Ed. Brno: Sting spol. s r.o., Publishing, 2018. 69 p. ISBN 978-80-87482-59-9.
2. ALLEN, W. Managerial economics: theory, applications, and cases. 7th ed. New York: W.W. Norton, c2009, 684 s. ISBN 978-0-393-93224-9.
3. BAYE, M. R.: Managerial Economics and business strategy, McGraw-Hill, 2008
4. BOYES, William. The new managerial economics. Boston: Houghton Mifflin Co., c2004, 363 s. ISBN 0-395-82835-x.
5. COKINS, G. Activity-Based Cost Management: An Executive's Guide. New York : John Wiley and Sons, 2001. ISBN 047144328X
6. DRURY, C. Management and Cost Accounting. London : Thomson Learning, 2000. ISBN 1-86152-536-2
7. HIRSCHHEY, Mark. Managerial economics. 12th ed. Australia: South-Western/Cengage Learning, 2009, 836 s. ISBN 978-0-324-58831-6.



Consumer Behaviour

Scope of the Course: 2 teaching hours (2/0)

ECTS credits: 5 ECTS

Aim of the Course

The aim of the course is to acquaint students with the most important attributes of the consumer behavior and its decision making process during the purchase. The lessons are supplemented by materials, lectures and case studies of companies dealing with this problematic.

Assessment of the Course

Conditions for finishing the course – presentation of semestral project

Topic: students will create groups to choose the specific semester projects. The credit will be awarded on the basis of the oral presentation of the project.

Structure of the Course

1. Consumer typology - specification
2. Analyzing consumer data in practice
3. Patterns of buying behavior in practice
4. Preparation of Personas, its specification and use in company processes
5. Cultural differences - Case study
6. Different ways of negotiating and dealing with customers
7. Analysis of advanced qualitative research techniques
8. Focus group preparation
9. Realization of focus group
10. Methodology of segmentation analysis and cluster analysis
11. Customer Relationship Management: Using CRM in practice
12. Starbucks Case Study: Innovation in CRM

Recommended resources

1. URBÁNEK, J. Consumer Behaviour. Study support. 1. vyd. Brno: STING, spol. s r.o., nakladatelství, 2018.
2. SOLOMON, M.R. Consumer Behavior : buying, having, and being. : Upper Saddle River: Pearson/Prentice Hall, 2016. ISBN 978-0134129938.
3. KOTLER, P. a G. ARMSTRONG. Principles Of Marketing. 14th edition. : Prentice hall, 2012. 744 s. ISBN 978-0-13-216712-3.
4. MOOIJ, Marieke K. de. Consumer behavior and culture: consequences for global marketing and advertising. 2nd ed. Thousand Oaks: SAGE Publications, c2011. ISBN 9781412979900.
5. NEUMEIER, Marty. The brand flip: why customers now run companies--and how to profit from it : a whiteboard overview. San Francisco, CA: New Riders, 2016. ISBN 9780134172811.



Financial Accounting

Scope of the Course: 2 teaching hours (2/0)

ECTS credits: 5 ECTS

Aim of the Course

The aim of the course is to clarify the principles of accounting thinking. Understanding accounting methods and tools, their use in evidence of assets, liabilities, costs, revenues and profit. Acquiring accounting skills in the current accounting period. Manage the skills of preparation of financial statements in accordance with Czech accounting regulations.

Assessment of the Course

Exam requirements – written test on computers with possibility to obtain a maximum of 100 points (note: to meet the requirements, the test must be met at least 60%). Successful students will continue to the oral exam, where will be verified their knowledge of Financial Accounting issues obtained from the provided study materials and lectures.

Structure of the Course

1. Theory and legal framework
2. Tools for conclusive evidence of accounting
3. Assets and sources of their financing, balance sheet, cost, revenues, profit and loss account.
4. Balance sheet and nominal account
5. Current accounting cases
6. Accounting for inventories
7. Accounting for short term financial assets, short term liabilities to credit institutions
8. Accounting for fixed assets
9. Clearing relations
10. Capital and long term liabilities
11. Costs and revenues
12. Closing of accounting and the financial statement

Recommended resources

1. HORÁK, R. Financial Accounting. 1. Ed. Brno: STING spol. s r.o., Publishing, 2018. 88 p. ISBN 978-80-87482-63-6.
2. EISEN, J. P. Accounting. Barron's, 4. Edition, New York, USA 2000, s. 440. ISBN 00-036283.
3. FLOOD, Joanne M. Wiley GAAP 2016 : Interpretation and Application of Generally Accepted Accounting Principles /Joanne M. Flood. Chichester : Wiley & Sons, 2016. 1450 s. ISBN:978-1-119-10606-7.
4. MLÁDEK, Robert. IFRS and US GAAP: Accounting Policies and Procedures. 2017. ISBN 978-80-7502-194-6.
5. SHAMROCK, Steven E. IFRS and US GAAP : a comprehensive comparison. Hoboken: John Wiley & Sons, 2012. x, 213. ISBN 9781118144305.



HR Management

Scope of the Course: 2 teaching hours (2/0)

ECTS credits: 5 ECTS

Aim of the Course

The course is focused on acquiring complex knowledge in the area of Human Resource Management, methods and techniques used in Human Resource Management and leadership as the functional area of company management. The aim of the course is to acquaint students with principles of functioning of this functional area of business management and its individual functions. Upon completion of the course the student should be able to solve basic functions of Human Resource Management in the company.

Assessment of the Course

Conditions for finishing the course - credit test and seminar work

Requirements – elaboration of a seminar work is 50% of evaluation; test in the knowledge of lectures is the rest 50% of the evaluation process.

Structure of the Course

1. Introduction to HRM. HRM practice. Characteristics and meaning of HRM.
2. Strategic HRM. HRM strategy: Staff formation and human resources. System and roles. Performance of the organisation. Human capital management. Knowledge management. HRM based on abilities. Ethics and social response.
3. People and the organisation. Behaviour in the organisation. Development of the organisation.
4. Factors affecting employee behaviour. Motivation. Devotion and engagement.
5. Ensuring human resources. Strategic ensuring human resources. HR planning. Recruitment and selection of employees. Talent management.
6. Education and development. Strategic education and development. Process of education and development. Education and development practice. Development of leaders and managers.
7. Job performance and remuneration management and practice.
8. Employee relations. Employment relationship. Psychological contract. Collective working relationship. Communication with employees.
9. Employees' welfare. Safety and health protection during work.
10. Human resources policies and procedures. HR information system (HRIS).
11. HR skills.
12. Tools to HRM.

Recommended resources

1. JEŽKOVÁ, R. Human resource management. Study support. 1. vyd. Brno: STING, spol. s r.o., nakladatelství, 2018.
2. ARMSTRONG, M., S. TAYLOR. Armstrong's handbook of human resource management practice. 13 th edition. London: Kogan Page Limited, 2014. ISBN 978-80-245-5258-7.
3. ULRICH, D., YOUNGER, J., BROCKBANK, W. a MIKE ULRICH. HR from the Outside In – Six Competencies for the Future of Human Resources. New York: McGraw-Hill Global Education Holdings, LLC, 2012. ISBN 978-80-247-5090-3.
4. ULRICH, D. Human Resource Champions. Boston: Harvard Business School Press, 1997. ISBN 978-80-247-3058-5.



Tax Management

Scope of the Course: 2 teaching hours (2/0)

ECTS credits: 5 ECTS

Aim of the Course

The course is focused on acquiring basic knowledge of tax management, which will help businesses to optimise their tax liability. The aim of the subject is to introduce to students the basic principles of tax planning, which can lead to a significant saving of finances, which can be subsequently used for the development of the business entity. After successful completion of the subject, the student should be able to recognize and use the opportunities of tax optimization for a particular business entity.

Assessment of the Course

Exam requirements – written test on computers with possibility to obtain a maximum of 100 points (note: to meet the requirements, the test must be met at least 60%). Successful students will continue to the oral exam, where will be verified their knowledge of tax management issues obtained from the provided study materials and lectures.

Structure of the Course

1. Introduction of the issues. Characteristics, role, organization and meaning of corporate finances.
2. Corporate finances rules. Investments and its evaluation methods.
3. The decision-making processes in the field of finances and their impact on the value of a business.
4. The sources of company financing and its tax aspects.
5. Tax management.
6. Tax planning and tax management tools.
7. The international standards and the standards of the European Union BEPS and ATAD.
8. Tax advisory.
9. Multinational corporations, globalisation and its importance. Tax aspects of international transactions of the multinational corporations.
10. The specifics of the financial management and tax management for SMEs.
11. Financial management of family businesses and their tax specifics.
12. Risk management in the field of taxation and the communication with the tax authorities.

Recommended resources

1. HODINKOVÁ, M. Corporate Finance and Tax Management. Study support. 1st Ed. Brno: STING, spol. s r.o., Publishing, 2018. 87 p. ISBN 978-80-87482-61-2.
2. Bestvinova, V., Homokyova, M. and Horvathova, H. Financial and Tax Management in Small and Medium Sized Industrial Enterprises. Slovak University of Technology Research Papers. Special Number. 2012.
3. Deloitte. Leading Tax Departments Through Change. Deloitte Tax Management Consulting Publications.
4. PwC. Tax Management Maturity Model: Meeting Tomorrow's Tax Challenges Today. PwC Business Research Papers.
5. KPMG International. Tax Management Consulting: How Can You Be More Efficient at Managing Tax? KPMG Publications.



ERASMUS COURSES

Grading system

Duration of course unit:

Y = 1 full academic year

1S = 1 semester

2S = 2 semesters

Description of the local grading system:

Local grade	Points	Notice
A - excellent	90 - 100 points	výborně
B - very good	80 - 89 points	velmi dobře
C - good	70 - 79 points	dobře
D - satisfactory	60 - 69 points	uspokojivě
E - sufficient	50 - 59 points	dostatečně
F - fail	0 - 49 points	nevyhovující
P - pass	50-100 points	započteno
F - fail	0-49 points	nezapočteno

ECTS grading scale:

ECTS grade	% of successful students normally awarding the grade
A	10
B	25
C	30
D	25
E	10
FX	fail – some work required to pass
F	fail – considerable further work required

ECTS credits:

1 full academic year = 60 credits

1 semester = 30 credits