

International Project Workshop

Type of course

Obligatory-optional

Number of credits

3 EU credits

Guarantor

Ing. Petr Makovský, Ph.D.

Lecturers

Dr. Makovský (economy environment; finance; operation management)

Dr. Fanta (project management)

Doc. Jemala (innovations)

Dr. Skokanová (marketing)

Dr. Montenero (international HR)

and the others

Form of examination

60% Each team will present their recommendations (i.e. final presentation) before a panel of experts (including at least two Czech and one French coach/lecturer, as well as one representative of the company) during the one-week workshop organized at the University of Lille at the end of April. The panel of experts will evaluate each of the six projects separately.

40% Participation.

Course description

This course aims at developing the international and inter-university cooperation between students of Masaryk Institute of Advanced Studies (MIAS) of the Czech Technical University (CTU) and students of the University of Lille. It will concern 24 attendees/students (12 students from each university) working in six distinct groups of four students (always two French and two Czech) throughout most of the Summer semester.

The course consists of three main parts. The first one is a one-week kick-off workshop organized in Prague for the students of both universities, including several introductory lectures on the topics listed in the paragraph called "The course structure" (see below). The second is a predominantly remote (online) work of each group on the topics submitted by the different companies. During that time, each student team can ask for up to three consultations per month with the appointed coach and the representatives of the partner companies. Finally, a final one-week workshop will be organized at the University of Lille at the end of April or May, during which each group will present and defend their projects and their main conclusions before a panel of experts. It is essential that this work should be useful and be put into effect by the partner companies.

Course objectives

- to learn to work within the multicultural and multidisciplinary teams with the students of partner universities on topics relating to business economy and management
- to develop ways to employ and utilize the theoretical knowledge acquired during the learning period in the area of international business

- to know the practical side of business operations and issues, usually to which the industry and the specific companies are faced
- to learn how to deal with and to resolve some urgent issues of the daily, short or long-term operations of business companies

Course structure and topics

The course starts with a one-week introductory camp in Prague in early February, is followed by two and a half months of remote work in different groups of students and ends with a final one-week workshop (and examination before a panel of experts) at the University in Lille at the end of the April (or May).

List of the themes (specializations) for consideration of partner companies and lecturers who will be coaching the groups of students:

Economy environment (Dr. Makovský)
 Political culture (Dr. Vymětal)
 Project Management (Dr. Fanta)
 Applications (company mentors)
 Finance (Dr. Makovský)
 Operation Management (Dr. Makovský)
 Innovations (Dr. Jemala)
 International Strategy (Dr. Montenero)
 Marketing, sales, retail (Dr. Skokanová)
 International Human Resources (Dr. Montenero)
 Consultancy, Audit, Accounting

Potential Partner Companies:

L'Oreal
 Decathlon
 Škoda
 Komerční banka (Société Generale)
 Cofidis
 Linet
 Startup Yard

Obligatory literature:

Joan Magretta, *What Management Is: How It Works and Why It's Everyone's Business* (London: Profile Books, 2013)
 Peter Atrill, *Financial Management for Decision Makers* (London: Pearson, 2017, 8th ed.)
 Stephen P. Robbins, Mary Coulter, *Management* (London: Pearson 2012, 11th ed.)
 J. Paul Peter, James H. Donnelly, *Marketing Management: Knowledge and Skills* (Boston: McGraw-Hill, 2010, 10th ed.)
 Alan Sitkin, Nick Bowen, *International business: challenges and choices* (New York: Oxford University Press, 2010, 7th ed.)

Recommended literature:

List under preparation covering the different areas mentioned above

May 21, 2021

