

European Business – B0413P050079

(Double Degree in Cooperation with HSZG)

The professionally oriented Bachelor's degree program in European Business is designed to prepare students for career opportunities in international trade, whether within multinational and transnational corporations, national companies, or as independent entrepreneurs. The key need addressed by the program is to equip students with the knowledge and skills necessary for rapid adaptation to changing market conditions and the dynamic, competitive business environment within the European area. The program emphasises the combination of theoretical knowledge with practical skills.

1st YEAR – Compulsory Courses at the Technical University of Liberec (TUL) and Hochschule Zittau/Görlitz (HSZG)

Course title	Abbr.	Guaranteed by	Lecture/ Se Minar	No. of credits	Course *) is completed with	Enrolment
Business English 1 (B2)		HSZG	0/2	5	zp./zk.	1 st semester
Introduction to Economics		HSZG	2/2	5	zp./zk.	1 st semester
Introduction to Global Marketing (BSM)		HSZG	2/2	5	zp./zk.	1 st semester
Introduction to Management	IM-EB	KPE	2/2	5	zp./zk.	1 st semester
Business Administration	BA-EB	KPE	2/2	5	zp./zk.	1 st semester
Business English 2(C1/C2)	BE2EB	KCJ	0/2	5	zp./zk.	2 nd semester
Introduction to International Economics	IE-EB	KEK	2/2	5	zp./zk.	2 nd semester
International Business Negotiation	IB-EB	KMG	0/2	5	zk.	2 nd semester
European Economic Integration	EI-EB	KMG	2/0	5	zk.	2 nd semester
Application Software	AS-EB	KIN	1/2	5	zp./zk.	2 nd semester
Total Credits				50		

The student must earn a minimum of 15 credits in the first semester of study and a minimum of 35 credits in the first (and every other following) year of study.

2nd YEAR – Compulsory Courses at HSZG

Course title	Abbr.	Guaranteed by	Lecture/ Seminar	No. of credits	Course *) is completed with	Enrolment
Sustainable Project Management		HSZG	2/2	5	zp./zk.	4 th semester
Human Resources Management		HSZG	2/2	5	zp./zk.	4 th semester
Business Simulation Game		HSZG	2/2	5	zp./zk.	4 th semester
Market Research		HSZG	2/2	5	zp./zk.	4 th semester
Financial Management		HSZG	2/2	5	zp./zk.	4 th semester
International Tax & Social Security Law		HSZG	2/2	5	zp./zk.	4 th semester
Total Credits				30		

Students are expected to use the 3rd semester for their foreign study mobility where they should successfully complete subjects for 30 credits.

3rd YEAR – Compulsory Courses at TUL/HSZG

Course title	Abbr.	Guaranteed by	Lecture/ Seminar	No. of credits	Course *) is completed with	Enrolment
Internship	IS-EB	KMG		35	zp.	5 th semester
Academic Writing	AW-EB	KSY	0/2	5	zp.	6 th semester
Intercultural Experience	IC-EB	KMG/HSZG	0/2	5	zp.	6 th semester
Bachelor Thesis	BT-EB	KEK		15	zp.	6 th semester
Total Credits				60		

Required-optional Courses at TUL and HSZG

Course title	Abbr.	Guaranteed by	Lecture/ Seminar	No. of credits	Course *) is completed with	Enrolment
Spanish Language 1 (A1)		HSZG	0/2	5	zk.	1 st semester
German Language 1 (A1/A2)		HSZG	0/2	5	zk.	1 st semester
French Language 1 (A1)		HSZG	0/2	5	zk.	1 st semester
Spanish Language 2 (A2)	S2-EB	KCJ	0/2	5	zp./zk.	2 nd semester
German Language 2 (A2/B1)	G2-EB	KCJ	0/2	5	zp./zk.	2 nd semester
French Language 2 (A2)	F2-EB	KCJ	0/2	5	zp./zk.	2 nd semester
Spanish Language 3 (B1)	S3-EB	KCJ	0/2	5	zp.	3 rd semester
German Language 3 (B1/B2)	G3-EB	KCJ	0/2	5	zp.	3 rd semester
French Language 3 (B1)	F3-EB	KCJ	0/2	5	zp.	3 rd semester
Basics of Insurance Industry	BI-EB	KSY	2/1	5	zp./zk.	3 rd semester
Business Logistics	BL-EB	KPE	2/1	5	zp./zk.	3 rd semester
Marketing	MA-EB	KMG	2/2	5	zp./zk.	3 rd semester
Statistics	ST-EB	KSY	2/2	5	zp./zk.	3 rd semester
International Logistics	IL-EB	KPE	2/2	5	zp./zk.	3 rd semester
Small and Medium-sized Entrepreneurship	SE-EB	KPE	2/1	5	zp./zk.	3 rd semester
Finance in International Business	FI-EB	KFÚ	2/1	5	zp./zk.	3 rd semester
Accounting	AC-EB	KFÚ	2/2	5	zp./zk.	3 rd semester
Consumer Behavior	CB-EB	KMG	2/2	5	zp./zk.	3 rd semester
Banking	BN-EB	KFÚ	2/1	5	zp./zk.	3 rd semester
Business and Enterprises Insurance	IN-EB	KSY	2/2	5	zp./zk.	3 rd semester
Business Ethics in the European Context	EC-EB	KMG	1/1	5	zp./zk.	3 rd semester
World Economy	WE-EB	KEK	3/0	5	zk.	3 rd semester
Management of International Trade	MT-EB	KMG	1/1	5	zp./zk.	3 rd semester
Insurance in International Trade	IT-EB	KSY	2/1	5	zp./zk.	3 rd semester
Strategic Marketing	SM-EB	KMG	2/2	5	zp./zk.	3 rd semester
Introduction to e-Commerce	CO-EB	KIN	2/0	5	zk.	3 rd semester
Retail Management	RM-EB	KPE	2/1	5	zp./zk.	3 rd semester
Economic Geography	EG-EB	KGE	2/2	5	zp./zk.	3 rd semester

The condition for completing this group of subjects:

- at least 5 credits in the Winter Semester of the 1st year,
- at least 5 credits in the Summer Semester of the 1st year,
- at least 30 credits in the Winter Semester of the 2nd year.

Note: *) zp. stands for credit (zápočet), zk. stands for exam (zkouška).

The content of the State final examination is the defense of a bachelor's thesis and a professional discussion in:

- European Economic Relations – linked to the subjects Introduction to International Economics (TUL) and European Economic Integration (TUL).
- International Management and Marketing – linked to the subjects Business Administration (TUL), Introduction to Management (TUL), Introduction to Global Marketing (HSZG), Human Resources Management (HSZG) and Financial Management (HSZG).

The scope of the verified knowledge is given by the annotations of the mentioned subjects.

Each student works on **the bachelor thesis** during **the 6th semester** (which is already without regular classes). The bachelor thesis can be processed at FE TUL or HSZG:

- At the FE TUL, the student will receive the assignment of the bachelor thesis at the selected department, at which he/she will apply in the given deadline (usually startin on April 1st of an academic year preceding the final year of the studies). The bachelor thesis is submitted to the thesis supervisor within the deadline specified in the assignment.
- At the HSZG, the student must register at least 4 months before the bachelor thesis submission deadline. The student will receive instructions for elaborating the bachelor thesis at HSZG from the study department of HSZG.

The condition for applying for the final state examination is to obtain **at least 180 credits** during the 1st, 2nd and 3rd year in the corresponding structure of courses and submission of the bachelor thesis. The student applies for the state final examination at the department guaranteeing this study programme (department of economics, KEK). The final examination is usually held three times a year: in June, in August and in February.