



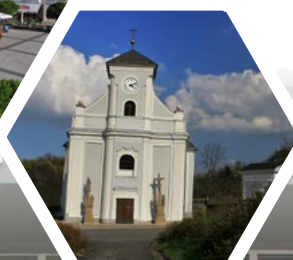
# TEACHING STAFF MOBILITY

**SILESIA UNIVERSITY**  
School of Business Administration in Katowice

# ERASMUS STUDENTS



# KARVINÁ CITY



# SCHOOL OF BUSINESS ADMINISTRATION IN KARVINA

School of Business Administration (SBA) with its about 1.800 registered students and 80 high profile academic staff members is one of the top business schools in the Czech Republic and the Central Europe region. SBA provides higher education in programmes of Economic Policy and Administration, Economics and Management, System Engineering and Informatics.

The SBA has had a long tradition in education in English for domestic as well as international students through various international student exchange programmes. The key study major in Business Economics and Management is provided on all levels including doctoral studies. This major is also completely taught in English with full support and services for English speaking students. The education is maintained by five SBA academic departments: Economics and Public Administration, Business Economics and Management, Finance and Accounting, Informatics and Mathematics, and Tourism and Leisure Activities. This structure also determines the scope of SBA research which is concentrated to the following areas: banking sector, financial markets, monetary policy, regional economy, business, economics and management entrepreneurship and its support, applied mathematics and informatics.

## SBA IN NUMBERS

- » 1.800 students – 200 of them from abroad
- » 80 academic staff members
- » 5 departments
- » 3 degree programmes (1 taught also in English)
  - » 6 bachelor degree majors
  - » 4 master degree majors
  - » 1 doctoral degree major
- » 1 lifelong learning programme
- » 35 partnerships with higher education institutions in more than 20 countries
  - » 30 incoming exchange students per year
  - » 80 outgoing exchange students per year
- » 1 institute of interdisciplinary research





# DEAR PARTNERS, GUESTS, VISITORS

We are delighted that you are interested in educational and scientific activities of Silesian University in Opava, School of Business Administration in Karviná. The brochure in your hands aims to demonstrate our intention to be a part of modern and interconnected world of universities. We are happy to introduce you a high-calibre team of teachers and researchers with full competences and willingness to cooperate internationally.

We are convinced that intensive international cooperation and contacts are a core for any university. Therefore, we are trying to support various opportunities for our students and academics to get in touch with international experience and to deepen the international spirit of our faculty.

International students and academics could visit School of Business Administration for a longer period within the Erasmus+ program or bilateral agreements on cooperation between universities. We constantly update broad range of courses taught in English. We are running our Master's Degree in Business Economics and Management in English with students all over the world.

We hope that your prospective stay or cooperation with our staff at School of Business Administration will be beneficial for your career prospects. Meeting new people here in Karviná could change your life and we will be proud to be part of it.

Roman Šperka  
Vice-dean for Foreign Affairs

## Contact:

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School of Business Administration in Karviná  
Department of Foreign Affairs  
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# MASTER'S DEGREE IN BUSINESS ECONOMICS AND MANAGEMENT FULLY TAUGHT IN ENGLISH

The Master in Business Economics and Management degree provides graduates with the advanced level of knowledge and skills in economy, business economics and management which are prerequisite for higher managerial positions in the corporate sphere and public sector as well. The priority is given to the environment of international management.

The degree study is offered with the specializations

- Entrepreneurship    ■ Marketing and Trade    ■ Corporate Finance

[www.masterinbusiness.cz](http://www.masterinbusiness.cz)

	Courses	Number of ECTS credits (total 120)
Compulsory faculty courses	Microeconomics, Macroeconomics, Statistical Data Processing, Mathematics in Economics, Strategic Management, Managing Innovation, Human Resources Management Decision, Analysis for Managers, Master Thesis	57 ECTS credits
Compulsory courses in the field of study	International Business Law, International Taxation and Tax Systems, International Financial Management, International Marketing, Managerial Economics, Managerial Accounting	30 ECTS credits
Courses in the field of specialisation		20 ECTS credits
<i>Entrepreneurship</i>	Business Environment, Corporate Controlling, Corporate Social Responsibility, Crisis Management	
<i>Marketing and Trade</i>	Strategic Marketing, Trade Organizations, Marketing Communication II, Marketing of Financial Services	
<i>Corporate Finance</i>	Investment Instruments and Strategies, Financial Planning and Budgeting, International Business, Finance Valuation of Enterprises	
Optional courses	A wide range of faculty courses	13 ECTS credits

# COURSES TAUGHT IN ENGLISH

## Winter semester

### Bachelor degree

COURSES	ECTS
INTRODUCTION TO THE CZECH LANGUAGE AND CULTURE (COMPULSORY COURSE FOR ALL FOREIGN STUDENTS)	3
PROFESSIONAL ENGLISH 2	2
ENGLISH FOR ACADEMIC PURPOSES 4	2
PERSONAL DEVELOPMENT SKILLS FOR MOBILITIES	5
INTERCULTURAL COMMUNICATION	3
BUSINESS FINANCE	5
PRINCIPLES OF FINANCE	5
OPERATIONAL ANALYSIS FOR ECONOMISTS	5
PORTAL AND ITS MANAGEMENT I	4
LOGISTICS	4
MARKETING COMMUNICATION	5
MARKETING	4
MANAGERIAL SKILLS	4
SMALL AND MEDIUM-SIZED ENTREPRENEURSHIP	5
PROJECT MANAGEMENT	6

### Master degree

COURSE	ECTS
CULTURE VALUES IN BUSINESS COMMUNICATION	4
MICROECONOMICS (ADVANCED)	6
STATISTICAL DATA PROCESSING	5
STRATEGIC MANAGEMENT	6
MANAGERIAL ECONOMICS	5
INTERNATIONAL BUSINESS LAW	5
STRATEGIC MARKETING	6
TRADE ORGANIZATION	5
MARKETING COMMUNICATION 2	5
MANAGERIAL ACCOUNTING	5



# Summer semester

## Bachelor degree

COURSE	ECTS
INTRODUCTION TO THE CZECH LANGUAGE AND CULTURE (COMPULSORY COURSE FOR ALL FOREIGN STUDENTS)	3
CORPORATE COMMUNICATION	5
PROFESSIONAL ENGLISH 3	2
PERSONAL DEVELOPMENT SKILLS FOR MOBILITIES	5
INTERCULTURAL COMMUNICATION	3
THE TOURIST ATTRACTIONS IN THE CZECH REPUBLIC AND IN THE WORLD	4
WORLD ECONOMY	4
OPERATIONAL ANALYSIS FOR ECONOMISTS	5
INTERNATIONAL BUSINESS CASE STUDIES	3
MANAGEMENT	4
MARKETING OF SERVICES	5
MANAGERIAL SKILLS	4
SMALL AND MEDIUM-SIZED ENTREPRENEURSHIP	5
BUSINESS GATE	4

## Master degree

COURSE	ECTS
CULTURE VALUES IN BUSINESS COMMUNICATION	4
MACROECONOMICS (advanced)	6
INTERNATIONAL BUSINESS FINANCE	4
INTERNATIONAL FINANCIAL MANAGEMENT	5
INTERNATIONAL TAXATION AND TAX SYSTEMS	5
MANAGING INNOVATION	5
HUMAN RESOURCES MANAGEMENT	5
INTERNATIONAL MARKETING	5
MARKETING OF FINANCIAL SERVICES	4
BUSINESS ENVIRONMENT	5
DECISION ANALYSIS FOR MANAGERS	4
GAME THEORY AND ECONOMIC DECISIONS	6
INTERNATIONAL ECONOMICS	5



## Economics & Finance

### Tomáš Heryán

- » Lecturer
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### Educational and professional background

- » Ph.D. in Business Economics and Management, Silesian University in Opava
- » M. Sc. in Banking, Silesian University in Opava

### Lectures in English

- » Business Finance
- » Case Studies in Financial Management

### Topics for lectures and scientific collaboration

- » Business Finance
- » Financial Markets
- » Banking and Credit Market

### Publications

He is the author or co-author of over 25 professional papers published in domestic and foreign scientific journals or conference proceedings. He is a member of the Scientific Board of the journal: Studia Universitatis Vasile Goldis Arad, Seria Stiinte Economice (Romania),

URL: <http://publicatii.uvvg.ro/index.php/studiaeconomia>.





## Economics & Finance

### Pavla Klepková Vodová

- » Lecturer
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### Educational and professional background

- » Associate professor in Finance, Mendel University in Brno
- » Ph.D. in Finance, VŠB - Technical University of Ostrava
- » M. Sc. in Banking, Silesian University in Opava

### Lectures in English

- » Principles of Finance

### Topics for lectures and scientific collaboration

- » Banking
- » Finance
- » Financial Risk Management

### Publications

She is the author or co-author of 2 monographs, 6 textbooks and over 70 professional papers published in domestic and foreign scientific journals or conference proceedings.



## Economics & Finance

**Ingrid Majerová**

- » Lecturer
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### Educational and professional background

- » Ph.D. in Economics, VŠB – Technical University of Ostrava
- » M. Sc. in Economic Policy, VŠB – Technical University of Ostrava

### Lectures in English

- » World Economy
- » International Economics

### Topics for lectures and scientific collaboration

- » Economics
- » International Economics
- » Development Policy
- » Microeconomics and Macroeconomics

### Publications

She is the author or co-author of 2 monographs, 13 textbooks and over 60 professional papers published in domestic and foreign scientific journals or conference proceedings. She is actively involved in preparation and management of internal grants and developing projects.



## Economics & Finance

### Lubomír Nenička

- » Lecturer
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### Educational and professional background

- » Ph.D. in History, Silesian University in Opava
- » M. Sc. In History, Silesian University in Opava

### Topics for lectures and scientific collaboration

- » History of European and Czech Economy
- » Changes of European and national Identity
- » Migration and Migration Policy

### Publications

He is the author or co-author of 2 monographs, 2 textbooks and over 30 professional papers published in domestic and foreign scientific journals or conference proceedings.

He participated in the international project focusing on communication and working in multicultural teams. He has lectured at partner's universities in Turkey and Finland.



## Economics & Finance

### Iveta Palečková

- » Lecturer, Researcher
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### Educational and professional background

- » Associate professor in Finance, Mendel University in Brno
- » Ph.D. in Business Economics and Management, Silesian University in Opava
- » M. Sc. in Banking, Silesian University in Opava

### Topics for lectures and scientific collaboration

- » Banking
- » Banking efficiency and stability
- » Data Envelopment Analysis
- » Financial econometrics

### Publications

She is the co-author of 1 monograph and the author and co-author of over 40 professional papers published in domestic and foreign scientific journals or conference proceedings. She is a member of the research team in Czech Science Foundation project.



## Economics & Finance

### Daniel Stavárek

- » Lecturer
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### Educational and professional background

- » Full University Professor in Economics and Management
- » Associate Professor in Finance, banking and investment, University of Economic in Bratislava (Slovakia)
- » Ph.D. in Finance, VŠB Technical University of Ostrava
- » M. Sc. in Banking, Silesian University in Opava

### Lectures in English

- » International Finance, International Business Finance, International Economics

### Topics for lectures and scientific collaboration

- » International Finance and Exchange Rates
- » Finance and Banking

### Publications

He is the author or co-author of 160 scientific studies including 5 monographs and 18 papers in journals with impact factor. His papers have been more than 840 times cited including 240 citations in Web of Science and Scopus databases. He serves as a co-editor and member of editorial boards of several scientific journals and a member of program committees of international conferences.

### Personal websites

Official profile: <http://fiu.cms.opf.slu.cz/en/members/stavarek-daniel>

Ideas RePEc: <https://ideas.repec.org/e/pst82.html>

Research Gate: [https://www.researchgate.net/profile/Daniel\\_Stavarek](https://www.researchgate.net/profile/Daniel_Stavarek)





## Economics & Finance

Irena Szarowská

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### Educational and professional background

- » Ph.D. in Economics and Management, Silesian University in Opava
- » M. Sc. in Economics in Business and Services, Silesian University in Opava

### Lectures in English

- » Principles of Finance

### Topics for lectures and scientific collaboration

- » Public Finance
- » Tax Burden and Tax Competition
- » Fiscal Decentralization
- » Municipal and Regional Finance

### Publications

She is the co-author of 2 monographs and author of 3 textbooks and over 100 professional papers published in domestic and foreign scientific journals or conference proceedings. She is a member of the Editorial Board of three scientific journals: Public Administration & Regional Studies, Acta Universitatis Danubius Economica and American Journal of Economics, Finance and Management. She is a responsible researcher of projects of the Internal Grant System of the Silesian University (IGS SU) and a co-researcher in research projects of GAČR (Grant Agency of the Czech Republic).



## Economics & Finance

Jana Šimáková

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### Educational and professional background

- » Ph.D. in Economics and Management, Silesian University in Opava
- » M.Sc. in Finance, Silesian University in Opava

### Lectures in English

- » Principles of Finance
- » International Financial Management
- » International Business Finance

### Topics for lectures and scientific collaboration

- » International Finance
- » International Trade
- » Foreign Exchange Markets and Exchange Rates

### Publications

She is the author of 2 textbooks and author or co-author of over 50 scientific studies published in domestic and foreign scientific journals or conference proceedings in area of exchange rates and international trade, foreign direct investments and commodity markets. She is a responsible researcher of projects of the Internal Grant System of the Silesian University and a co-researcher of projects of the Student Grant System of the Silesian University. She serves as a member of organizing committee of the International Conference on Finance and Banking.

### Personal website

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## Economics & Finance

### Michal Tvrdoň

- » Lecturer
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### Educational and professional background

- » Associate professor in Economics, VŠB - Technical University of Ostrava
- » Ph.D. in Economic Policy, Masaryk University in Brno
- » M. Sc. in Economic Policy and Administration, Silesian University in Opava

### Lectures in English

- » Labour Market and Employment Policy

### Topics for lectures and scientific collaboration

- » Economics
- » Labour Economics
- » Regional Development

### Publications

He is the author or co-author of 4 monographs, 3 textbooks and over 90 professional papers published in domestic and foreign scientific journals or conference proceedings. He is a member of the Editorial Board of two scientific journals: E+M Ekonomie and Management (listed in Thomson Reuters' Social Sciences Citation Index) and Acta Academica Karviniensia (listed in ErihPlus).



## Management & Marketing

**Pavel Adámek**

- » Lecturer
- » [adamek@opf.slu.cz](mailto:adamek@opf.slu.cz)

### Educational and professional background

- » Ph.D. in Business Economics, Silesian University in Opava
- » M. Sc. in Economics and Management, Silesian University in Opava

### Lectures in English

- » Corporate Social Responsibility
- » Entrepreneurship
- » Business Models

### Topics for lectures and scientific collaboration

- » Business Excellence
- » Corporate Social Responsibility
- » Start up and Entrepreneurship

### Publications

He is the author or co-author of 3 monographs, 6 textbooks and over 40 professionals' papers published in conference proceedings or domestic and foreign scientific journals. He participated as a head researcher in the project supporting Ph.D. students from Moravian Silesian Region and worked as a team member in a number of projects funded by Silesian University Grant System or EU funds. Within Erasmus + programmes, he has lectured at partner's universities and he is a visiting lecturer at the University of Economics and Innovation in Lublin (Poland). He constantly acts as a reviewer of scientific journals Finance Research Letters, Business Ethics: A European Review, and Economics and Management.



## Management & Marketing

### Werner Bernatík

- » Lecturer
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### Educational and professional background

- » Ph.D. in Economics and Management, Silesian University in Opava
- » M. Sc. in Economics and Management, Silesian University in Opava
- » Bc. in Social Management

### Lectures in English

- » Management
- » Project management
- » Time management
- » Human resources management

### Topics for lectures and scientific collaboration

- » Managerial techniques
- » Family Business issues
- » Project management

### Publications

He is the author or co-author of over 30 professional papers published in domestic and foreign scientific journals or conference proceedings.

He participated in several projects focusing on labour market, strengthening educational and scientific collaboration among Faculties of Economics within the V4 countries and the Survey of SME's factors, too.

He has lectured at partner's universities in Ireland, Netherlands, and Turkey.





## Management & Marketing

**Veronika Bracíníková**

- » Lecturer
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### Educational and professional background

- » Assistant, Silesian University in Opava, School of Business Administration in Karviná
- » M. Sc. in Economics and Management, Silesian University in Opava

### Lectures in English

- » Marketing communication

### Topics for lectures and scientific collaboration

- » Branding
- » Marketing Communication
- » Generations of Consumers

### Publications

She is the author or co-author of 1 monograph, 4 textbooks and over 15 professional papers published in domestic and foreign scientific journals or conference proceedings.



## Management & Marketing

**Patrik Kajzar**

- » Lecturer
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### Educational and professional background

- » Assistant Professor, Silesian University in Opava, School of Business Administration in Karviná
- » Ph.D. in Business Economics and Management, Silesian University in Opava
- » M.Sc. in Economics and Management, Silesian University in Opava

### Lectures in English

- » Intercultural Communication
- » Introduction to the Czech Language and Culture
- » The tourist attractions in the Czech Republic and in the World

### Topics for lectures and scientific collaboration

- » Tourism, Hospitality and Travel
- » Small and medium tourism enterprises
- » Tourist Destinations
- » Intercultural Communication

### Publications

He is the author or co-author of 7 textbooks, 6 chapters in monographs and over 60 professional papers published in domestic and foreign scientific journals or conference proceedings.



## Management & Marketing

### Martin Klepek

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### Educational and professional background

- » Ph.D. in Business Economics and Management, Silesian University in Opava
- » M. Sc. in Economics and Management, Silesian University in Opava
- » Marketing research and strategy consultant

### Lectures in English

- » Marketing of Services
- » Trade Organizations

### Topics for lectures and scientific collaboration

- » Marketing orientation and strategy
- » Social media marketing
- » Online marketing

### Publications

He is the author or co-author of 27 professional papers published in domestic and foreign scientific journals or conference proceedings in area of marketing communication, consumer behaviour, social media and entrepreneurship.



## Management & Marketing

**Kateřina Matušínková**

- » Lecturer
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### Educational and professional background

- » Ph.D. in Business Economics and Management, Silesian University in Opava, School of Business Administration in Karviná
- » M. Sc. in Marketing and Business, VŠB – Technical University of Ostrava, Faculty of Economics

### Lectures in English

- » Marketing
- » Marketing communication
- » Marketing of financial services

### Topics for lectures and scientific collaboration

- » Marketing in general
- » Marketing communication
- » Marketing of services with impact on financial services market

### Publications

She is the author or co-author of 4 monographs, 9 textbooks and over 60 professional papers published in domestic and foreign scientific journals or conference proceedings.



## Management & Marketing

**Lucie Meixnerová**

- » Lecturer
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### Educational and professional background

- » Ph.D. in Business Economics and Management, Silesian University in Opava
- » M. Sc. in Economics and Management in Metallurgy, VŠB - Technical University of Ostrava

### Topics for lectures and scientific collaboration

- » Human Resources
- » Business Economics
- » Small and Medium-Sized Enterprises (SMEs)

### Publications

She is the author or co-author of the monograph and scientific chapters that are published in domestic and foreign scientific journals or conference proceedings dealing with SMEs.





## Management & Marketing

### Michal Stoklasa

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### Educational and professional background

- » Ph.D. in Business Economics and Management, Silesian University in Opava
- » M. Sc. in European Integration, Silesian University in Opava

### Lectures in English

- » Strategic Marketing
- » Marketing Communication
- » International Marketing

### Topics for lectures and scientific collaboration

- » Online Marketing
- » Strategic Marketing
- » Marketing Communications

### Publications

He is the author or co-author of 4 monographs, 13 textbooks and over 40 professional papers published in domestic and foreign scientific journals or conference proceedings in areas of Marketing Communications, Branding, CRM and Online Marketing.



## Management & Marketing

Šárka Zapletalová

- » Lecturer
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### Educational and professional background

- » Ph.D. in Enterprise Economics and Management, VŠB – Technical University in Ostrava, Economic Faculty
- » M. Sc. in Marketing and Business, VŠB – Technical University in Ostrava, Economic Faculty

### Lectures in English

- » Strategic Management
- » Management

### Topics for lectures and scientific collaboration

- » Strategic management
- » International management
- » International business
- » Management

### Publications

She is the author or co-author of 10 monographs, 8 textbooks and over 80 professional papers published in domestic and foreign scientific journals or conference proceedings.



## Business Economics

Žaneta Rylková

- » Lecturer
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### Educational and professional background

- » Ph.D. in Business Economics and Management, Silesian University in Opava
- » M. Sc. in Business Economics in Trade and Services, Silesian University in Opava

### Lectures in English

- » Managerial Skills
- » Managerial Economics
- » Managing Innovation

### Topics for lectures and scientific collaboration

- » Managerial Skills
- » Strategic Management
- » Business Performance

### Publications

She is the author or co-author of 3 monographs, 2 textbooks and over 50 professional papers published in domestic and foreign scientific journals or conference proceedings. Currently she is an assistant professor in the Department of Business Economics and Management at Silesian University in Opava. Her research interests are in SME, innovation, strategic management and business performance.



## Business Economics

Jarmila Šebestová

- » Lecturer
- » sebestova@opf.slu.cz

### Educational and professional background

- » Associate Professor in Business Economics and Management, Silesian University in Opava
- » Ph.D. in Business Economics and Management, Silesian University in Opava
- » M. Sc. in Economics and Management, Silesian University in Opava

### Lectures in English

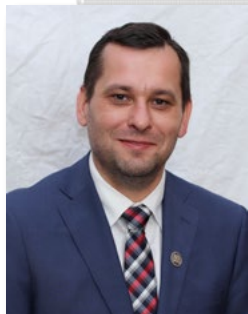
- » Small and Medium-Sized Entrepreneurship

### Topics for lectures and scientific collaboration

- » Business Policy
- » Entrepreneurship
- » Entrepreneurship & Regional Development

### Publications

She is the author or co-author of 5 monographs, 4 textbooks and over 60 professional papers published in domestic and foreign scientific journals or conference proceedings.



## Business Economics

**Roman Šperka**

- » Lecturer, Researcher
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### Educational and professional background

- » Associate Professor in Business Economics and Management, Silesian University in Opava
- » Ph.D. in Business Economics and Management, Silesian University in Opava
- » Doctor of Natural Sciences in Applied Informatics, Constantine the Philosopher University in Nitra (Slovakia)
- » M. Sc. in Managerial Informatics, Silesian University in Opava
- » M. Sc. in Information Systems, Ostrava University of Ostrava

### Lectures in English

- » Business Process Management

### Topics for lectures and scientific collaboration

- » Business Process Management
- » Process Mining
- » Information Systems
- » Modelling and Simulation of Social Systems

### Publications

He is the author or co-author of 2 monographs, 8 textbooks and over 85 professional papers published in domestic and foreign scientific journals or conference proceedings. He is a Head of Department of Business Economics and Management. He is also the Programme Chair of "Agents and Multi-agents Systems: Technologies and Applications" conference.

Personal website: [www.roman-sperka.com](http://www.roman-sperka.com)





## Statistics & Informatics

### David Bartl

- » Lecturer
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### Educational and professional background

- » Associate professor in Applied Mathematics, University of Ostrava
- » Ph.D. in Econometrics and Operational Research, Charles University in Prague
- » M.Sc. in Informatics, Charles University in Prague

### Lectures in English

- » Decision Analysis for Managers
- » Statistical Methods for Economists

### Topics for lectures and scientific collaboration

- » Linear and non-linear optimization
- » Multi-criteria decision making
- » Game theory

### Publications

He is an author and co-author of scientific papers published in impact journals, other international peer-reviewed journals, and conference proceedings.



## Statistics & Informatics

**Jan Górecki**

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### Educational and professional background

- » Ph.D. in Computer Science, Communication Technology and Applied Mathematics, VŠB - Technical university in Ostrava
- » M. Sc. in Software engineering, Czech Technical University in Prague

### Lectures in English

- » Portal and its Management I.

### Topics for lectures and scientific collaboration

- » Copulas
- » Data Mining
- » Machine Learning

### Publications

He is the author or co-author of over than 15 professional papers published in domestic and foreign scientific journals or conference proceedings.



## Statistics & Informatics

**Radim Dolák**

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### Educational and professional background

- » Ph.D. in Business Economics and Management, Silesian University in Opava
- » M. Sc. in Managerial Informatics, Silesian University in Opava

### Topics for lectures and scientific collaboration

- » Web Content Management Systems
- » Expert Systems
- » Process mining

### Publications

He is the author or co-author of over than 15 professional papers published in domestic and foreign scientific journals or conference proceedings



## Statistics & Informatics

**Milena Janáková**

- » Lecturer, Researcher
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### Educational and professional background

- » Ph.D. in Management Informatics, VŠB Technical University of Ostrava,
- » M.Sc. in Management Informatics, Theoretical Cybernetics and Systems Theory, Palacký University Olomouc

### Lectures in English

- » Information Technology (operating and database systems, CRM and Business Intelligence) not only in small and medium business

### Topics for lectures and scientific collaboration

- » Information technology – operating and database systems, CRM and Business Intelligence, Swarm Intelligence
- » Sustainable Development and Cooperation with Support Social Networks

### Publications

She is the author of scientific chapters that are published in domestic and foreign scientific journals, conference proceedings, and special issues. She is also focused on cooperation with journals and associations for support of sustainable development based on information technology.



## Statistics & Informatics

**Radmila Krkošková**

- » Lecturer
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### Educational and professional background

- » Ph.D. in Applied Mathematics, University of Ostrava
- » M.Sc. in Mathematical Analysis, Palacký University Olomouc

### Lectures in English

- » Time Series Analysis

### Topics for lectures and scientific collaboration

- » Mathematics
- » Statistics
- » Time Series Analysis
- » Econometric Methods

### Publications

She is the author or co-author of 6 textbooks and over 15 professional papers published in domestic scientific journals or conference proceedings.



## Statistics & Informatics

**Elena Mielcová**

- » Lecturer
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### Educational and professional background

- » Ph.D. in Theoretical Economics, CERGE-EI, Charles University, Prague
- » M.Sc. in Physical Engineering, Faculty of Nuclear Sciences and Physical Engineering, Czech Technical University in Prague

### Lectures in English

- » Operational Analysis
- » Statistical Methods for Economists
- » Time Series Analysis

### Topics for lectures and scientific collaboration

- » Fuzzy Cooperative Games
- » Statistical Methods for Economists
- » Operational Analysis
- » Game Theory

### Publications

She is the author of 2 textbooks and the author or co-author of over 30 professional papers published in domestic and foreign scientific journals or conference proceedings.





## Statistics & Informatics

Kateřina Slaninová

- » Lecturer
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### Educational and professional background

- » Assistant professor at Department of Informatics and Mathematics, School of Business Administration in Karvina, Silesian University in Opava
- » Senior researcher at IT4Innovations National Supercomputing Centre, VŠB – Technical University in Ostrava
- » Ph.D. in Informatics and Applied Mathematics, VŠB – Technical University of Ostrava
- » M. Sc. in Informatics, Silesian University in Opava

### Lectures in English

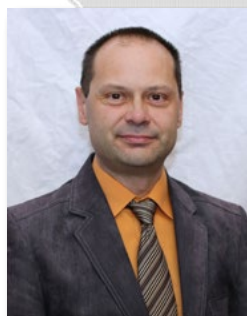
- » Company Information Systems – ERP

### Topics for lectures and scientific collaboration

- » Process Mining
- » Enterprise and Information Systems
- » Datamining

### Publications

She has published more than 70 articles in scientific international journals, book chapters, and conference proceedings focused on these domains. She has been an IEEE member since 2009 and has been participating in the organisation of several conferences and workshops like CISIM (Computer Information Systems and Industrial Management Applications), or WI-IAT (Web Intelligence – Intelligent Agent Technology).



## Statistics & Informatics

**Petr Suchánek**

- » Lecturer
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### Educational and professional background

- » Associate professor in System Engineering and Informatics, University of Pardubice
- » Ph.D. in Automation of Technological Processes, VSB – Technical University of Ostrava
- » M. Sc. in Education of General Subjects Mathematics and Physics for High Schools, in University of Ostrava

### Lectures in English

- » Portal and its Management
- » Business on Internet

### Topics for lectures and scientific collaboration

- » Informatics
- » e-Business
- » Business Intelligence

### Publications

He is the author or co-author of 3 monographs, 4 textbooks and over 80 professional papers published in domestic and foreign scientific journals or conference proceedings. He is a member of the Editorial Board of scientific journal *Acta Academica Karviniensia* (listed in ErihPlus).



## Languages

### Krystyna Heinz

- » Lecturer
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## Educational and professional background

- » Doctor's Degree at Philosophical Faculty, Palacký University Olomouc, Department of Applied Linguistics
- » M.A. in English and Russian Languages, Palacký University Olomouc

## Lectures in English

- » Intercultural Communication
- » Cultures, Culture Values and Religions
- » Personal Development Skills for Mobilities
- » Social Sciences in Interdisciplinary Context
- » Preparatory Course for Mobilities
- » Introduction to the Czech Language and Culture

## Topics for lectures and scientific collaboration

- » Intercultural Communication
- » Innovative teaching methods

K.Heinz is the author of numerous courses in English related to the area of intercultural communication and culture diversity. She has also published articles focusing on the research in the area of intercultural communication, Czech-Polish bilingualism and biculturalism, and innovative teaching methods and their impact on student and a monograph. K.Heinz has coordinated international projects focusing on working in multicultural teams - PEACE (2006-2009), Erasmus IP ECMT (2011-2014), ECMT+ (2016-2019) and participated in the project INNOCASE aimed at developing the case study methodology. Within Erasmus and Erasmus + programmes, she has lectured at partners' universities in Austria, Estonia, Finland, France, Germany, Greece, and especially Turkey.



## Languages

### Martina Chylková

- » Lecturer
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## Educational and professional background

- » M.A. in Languages and History, Palacký University Olomouc

## Lectures in English

- » Czech for Foreigners
- » Intercultural Communication

## Topics for lectures and scientific collaboration

- » Czech – English Code Switching in Business
- » Business English
- » Methodology
- » English in Tourism

## Publications

She is the author or co-author of professional papers published in domestic and foreign conference proceedings.



## Languages

### Janusz Karpeta

- » Lecturer
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## Educational and professional background

- » Doctor's Degree at Philosophical Faculty, Palacký University Olomouc,
- » M.A. in English, German and Polish Philology at Palacký University Olomouc

## Lectures in English

- » Corporate Communication, Business English

## Topics for lectures and scientific collaboration

- » Corporate Communication
- » Business Communication

## Publications

He is the author or co-author of several textbooks and a couple of professional papers published in domestic and foreign scientific journals or conference proceedings dealing with Corporate Communication, Business English and Communication.



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