PROGRAMME:

- ☐ **in Prague and Znojmo**
- ☐ **five days of lectures on subjects concerning international economics and law**
  (International accounting standards,
  International law,
  Marketing in international environment,
  International management)
- ☐ **optional trip to Vienna**
- ☐ **company visits**

FEES:

- ☐ **free lectures**
- ☐ **accommodation, food and trip from € 170**

After successful completion of the school, it is possible to apply for relevant subjects' recognition within the tuition frame at the organizing school

More information:

summer.svse.cz

26th – 31st August 2019

SUMMER SCHOOL PRAGUE & ZNOJMO

focused on
INTERNATIONAL ECONOMICS AND LAW

under the auspices of Ambassador of the Czech Republic in Austria **JUDr. Ivana Červenková**

EUROPEAN UNION
European Structural and Investment Funds
Operational Programme Research, Development and Education

MINISTRY OF EDUCATION, YOUTH AND SPORTS

SVŠE
THE PRIVATE COLLEGE OF ECONOMIC STUDIES
ZNOJMO

LECTURERS:

The lectures and workshops are given by successful managers from both local and international companies and by professional experts.

Simona Hornochová

Certified tax advisor and lecturer, member of the Chamber of Tax Advisors of the Czech Republic

International taxation – traditional principles and challenges of recent development

Annotation:
- Basic principles of international tax rules
- Profit allocation rules
- Activities of international organizations such as OECD and EU in the area of tax
- Avoidance and profit shifting to low tax jurisdictions and challenges of the digital
- Economy

Milan Palát

Vice-rector for science and research and foreign relations

Labour migration in the Czech Republic and the EU during and after the economic crisis

Annotation:
- Impacts of immigration on labour marketsEconomics of labour markets
- Economics of labour markets and migration
- Labour migration in the Czech Republic and the EU
- Structural changes during the economic crisis
- Work permits, employment status, qualification
- Migration trends

Jitka Veselá

Head of Marketing and Management department

What does it mean "Made in..."?

Annotation:
- Concept of national image
- Forming of national image
- Measuring of national image
- Country of origin effect
- Consumer ethnocentrism
- Logo and nation brand
- Case studies - tasks

Jaroslav Knot

Ambassador of the Czech Republic in Norway and Iceland

International Public Law in a Nutshell

Annotation:
- What does international public law mean?
- Subjects of international law
- Sources of international law
- Diplomatic Law
- Legal regime of international spaces (law of the sea, Arctica, Antarctica, space law)
- Current topics in the international law

Tomáš Kopic

CEO of AMMANN Czech Republic company

Global machinery company development – From a local Stavostroj to the global Ammann

Annotation:
- Specific marketing for each continent
- Risks of new companies integration into the group
- Global product portfolio
- HR management for the whole world
- Importance and threats of a global organization structure

Miroslav Singer

Former governor of the Czech National Bank

The Long-term Convergence Of "New" EU Countries And How To Measure It

Annotation:
- Stylized facts about the progress of new economies according cumulative real GDP over last quarter of century
- The deficiences of the real GDP in measuring the whole story
- The alternative and convergence