

## International business program – Lecture list 2019

*This schedule and lecture list are only provisional. Updates will be communicated to Students.*

Topic	Lecturer	Date & Time
<b>WEEK 1 (8.7. to 12.7.2019)</b>		
Career Development	Tomas Hulle	Monday 9:00 AM
General Corporate Structure and Terms	Jakub Zamrazil	Monday 2:00 PM
Scale-ups	Lucie Brešová	Tuesday 9:00 AM
VIP Lecture	Gao Xiging	Tuesday 2:00 PM
Sales	Antonio Nasuto	Wednesday 9:00 AM
Mergers and Acquisitions	Patrik Przyhoda	Wednesday 2:00 PM
People Strategy/HR	Petra Hrušková	Thursday 9:00 AM
Lobbying	Václav Nekvapil	Thursday 2:00 PM
"From Zero to Hero" - How to Build a Company from Nothing	Andy Dravecky	Friday 9:00 AM
Inspirational Panel	<i>TBD</i>	Friday 2:00 PM
13.7. MANDATORY TRIP TO KUTNA HORA (no extra fee)		
<b>WEEK 2 (15.7. to 19.7.2019)</b>		
Corporate Social Responsibility	Lucie Mádlová	Monday 9:00 AM
<i>Field Trip to Air Ventures</i>		Tuesday 9:00 AM
Software Project Implementation from A to Z	Johan Hornof	Tuesday 2:00 PM
Marketing	Milan Formanek	Wednesday 9:00 AM
Social Media Marketing	Tomáš Hodbod/ Josef Hlaváček	Wednesday 2:00 PM
Export	Jan Řehák	Thursday 9:00 AM
Budgeting	Hynek Kovář	Thursday 2:00 PM
<i>Exam/Internships Introduction</i>		Friday 9:00 AM
Corporate Leadership	Miroslav Lukeš & Aleš Stýblo	Friday 2:00 PM
20.-21.7. PREMIUM TWO-DAY TRIP TO VIENNA		
<b>WEEK 3 (22.7. to 26.7.2019)</b>		
<i>Internship Selection</i>		Monday 9:00 AM
Time Management	Barbora Vacková	Monday 2:00 PM
<i>Field Trip - Innovation</i>		Tuesday 9:00 AM
<i>Inspiration panel</i>		Tuesday 2:00 PM
Public Speaking	David Fogád	Wednesday 9:00 AM
<i>Field Trip – Industry 4.0</i>		Wednesday 2:00 PM
Leadership	Radka Dohnalová	Thursday 9:00 AM
Networking & Client Relations	Jordan Levi	Thursday 2:00 PM
Artificial Intelligence	Ondřej Vaněk	Friday 9:00 AM
Cryptocurrencies	Adam Kubina	Friday 2:00 PM