



MEASURES OF THE DEAN OF THE FACULTY OF ECONOMICS No. 74/2015

Concerning the rules of entrance proceedings and admission requirements
for applicants of Master study programme Commerce and Entrepreneurship

24. 2. 2015

According to Sections 48 to 51 and Section 58 (1) of the Act No. 111/1998 Coll., on Higher Education Institutions, as amended (hereinafter referred to as the "Act") and the Statute of the University of South Bohemia in České Budějovice (hereinafter referred to as the "Statute"), article 12 and 13, I announce the rules of entrance proceedings and admission requirements for applicants of the full-time study programme Economics and Management taught in English at the Faculty of Economics of the University of South Bohemia in České Budějovice for the academic year 2015/2016.

RULES FOR ENTRANCE PROCEEDINGS AND ADMISSION REQUIREMENTS FOR APPLICANTS OF THE MASTER STUDY PROGRAMME "COMMERCE AND ENTREPRENEURSHIP"

Article 1 Applications

a) The deadline for submitting applications is **30 May 2015**.

Applications can only be submitted in the electronic form available at:

<http://wstag.jcu.cz/portal/uchazec/eprihlaska.jsp?lang=en>

b) In case the application is formally imperfect, does not contain all requisites, there is any insufficiency or any of the required enclosures are missing, the Faculty instructs the candidate to check and complete the application and resubmit it in an extended period. Provided that the candidate does not do that, he/she does not meet the essential requirements and his/her application is not accepted.

c) The candidate is supposed to pay the application fee by the 30th May 2015 in the form specified in Section 58 (1) of the Act and Article 3 (13) of the Statute (hereinafter referred to as "Application fee"). If the deadline or form of payment are not observed, the essential admission requirements are not fulfilled. In case the candidate does not submit a complete application in regular or prolonged term and the application fee has been paid, this fee is not given back.



Priority of Applicants

- a) The entrance examinations are held in the form of interviews via Skype video conference in English on an exact date. These interviews are based on the following topics:
 - **Economics,**
 - **Commerce.**
- b) There is a possibility to include extra-curricular activities into the applicant's final score if such activity corresponds with the syllabus of the chosen study programme (successful participation in national or international competitions, grant projects, etc.)
- c) The applicant must provide original documentation or certified copies of such activities along with the application form.
- d) Required knowledge regarding the interviewed topics is defined by the entrance examination task groups listed in the attachment (see Attachment 1).

Article 4

Entrance Examination Dates

- a) The exact date of the entrance examination is scheduled during June and July 2015, based on the agreement with the applicant.

Article 5

Evaluation and Admission Board

- a) The entrance examination results from each interviewed topic are evaluated by the Evaluation Board appointed by the dean of the faculty.
- b) The final examination results of each applicant are evaluated by the main Admission Board consisting of the head of the board and two members directly appointed by the dean of the faculty.
- c) The main Admission Board processes the measures of the dean of the faculty for entrance proceedings.

Article 6

Tuition Fees and Allowance

- a) The tuition fee is 2000 Euro per semester
- b) The tuition fee payment is payable by the beginning of the appropriate semester (in EUR or in CZK based on the current exchange rate).
- c) Students with extraordinary results will be awarded, for the third and the fourth semester , the allowance as follows – an average to 1.1 included – 50%, an average to 1.5 included – 25%.



Article 7 Conditions of Admission for the Study

- a) In order to study in a full-time form of a follow-up master study programme Economics and Management, study branch Commerce and Entrepreneurship, the applicant will have to prove that they have acquired a bachelor's degree with an original or officially certified copy of the certificate, or a diploma supplement and an original or officially certified copy of the diploma. Applicants finishing their bachelor's study in the given year must provide them by the day of registration at the latest, the others together with the application.
- b) Enrolment to a follow-up master study is conditioned by accomplishment of bachelor study of economic and managerial orientation.
- c) On the basis of objective facts resulting from an application, the Dean of FE can consider an application for master study of an applicant who is a graduate from a field other than economic bachelor study and include it in the entrance proceedings or allow their enrolment in the 1st year.
- d) In case of **graduating from a foreign university** the applicant will submit an original or officially certified copy of a document equal to acquiring bachelor's degree at a university in the Czech Republic including its nostrification (provided the nostrification document requires this, the applicant will have to also provide the original or officially certified copy of the diploma). All documents issued in a foreign country except the Slovak Republic, in case of issuing in states without the valid Agreement of Apostille or agreed exemption from certifying in a bilateral international agreement on legal assistance, must be endorsed by a clause on the so called superlegalization. If the documents have been issued in states with a valid Agreement of Apostille, they must be endorsed by this Apostille. The above documents including Apostille or a clause on super-legalization must be either in English or translated into Czech by a court interpreter and this translation must be submitted in an original or officially certified copy together with an original or officially certified copy of a document about graduating from a foreign university.
- e) The applicant will provide an original or officially certified copy of a **certificate of passing an exam in English** of at least B1 level according to the CERF. This is not obligatory for applicants with English as a native language, or if applicants provably finished their bachelor study in English.

These documents form an obligatory attachment to an application.

Article 8 Assessment of Applicant's Qualification for the Study

- a) An applicant for the full-time master study programme "Economics and Management", study branch Commerce and Entrepreneurship, will pass the entrance interview in all subjects of the entrance exam. Applicants will pass exams in particular subjects of an entrance exam in a form of an entrance interview in English via Skype, done in given terms, which will be announced to the applicant by email well in advance.



- b) The results of each part of an entrance exam for a follow-up master study, i.e. in each subject, are assessed on the scale from 0 to 100. Minimum number of points for the subject entrance exams is 50, this number of points is a limit for passing the entrance exam.
- c) After considering the relevance for the study in a chosen study branch the main entrance board can award up to 20 points in total for duly proven and successfully finished **activities beyond the standard study** (international Olympiads – max. 10 points, the other proven activities according to the decision of the main entrance board) (see art. 2 par. B).
- d) On the basis of the results of the entrance proceeding, the applicant will be placed in an order and the order of applicants will be announced to the applicants by email. It is supposed to accept the first **20 students**.

GENERAL PROVISIONS

- a) According to § 50 par. 6 of law the applicant has a right to inspect their materials, which are relevant for the decision on their enrolment for the study in a study department of the faculty on the basis of previous agreement by 31 August 2015.
- b) The entrance proceeding starts by submitting the application, provided it was submitted in due time without faults and shortcomings and with all required attachments, and at the same time a charge related to the entrance proceeding was paid by a fixed term. In case the applicant will remove possible faults and shortcomings by a fixed term, the application will be considered as submitted in due time, without faults and shortcomings. After the entrance proceeding all applicants will receive the decision on admission /non-admission for the study.
- c) Information about the process of registration of the application and results of the entrance proceeding can be checked via the web portal of information system of study agenda STAG: <https://wstag.jcu.cz/portal/uchazec/prijimaci-rizeni.jsp>.
- d) In case the applicant will not be accepted for capacity reasons and will send a filled in form *Confirmation of interest in studying at the FE*, they will be included in a list of applicants for possible vacant places. The list will also include those who will confirm their interest in writing by 15 August 2015 at the latest.
- e) The applicant can ask the Dean of the faculty for reviewing of the decision. The application is to be submitted within 30 days from the date of its delivery. The Dean can decide himself and change the decision, or he will pass it on to the Rector to decide. The Rector will change the Dean's decision if was issued contrary to the law, internal regulation of the faculty or conditions stated according to § 49 par. 1 a 3 of law. Otherwise, he will reject the request and confirm the former decision. The Rector's decision is final.

Conditions of admission for the study at the FE were discussed and approved by the Academic Senate of the FE USB in České Budějovice on 29 January 2015.

doc. Ing. Ladislav Rolínek, Ph.D.
Dean of Faculty of Economics



Attachments:

Attachment 1: Task groups for entrance exams for follow-up master study programmes

Attachment 1

Attachment Measures of the Dean of FE USB in České Budějovice

“Rules for Entrance Proceedings and Conditions of Admission for the Study in the Academic Year 2015/2016”

TASK GROUPS FOR ENTRANCE EXAMS FOR FOLLOW-UP MASTER STUDY BRANCH COMMERCE AND ENTREPRENEURSHIP

Task Groups for an Entrance Exam in ECONOMICS

The entrance exam in Economics is in the form of an entrance interview via Skype. In 30 minutes the applicant will respond to each of the 5 questions given by a two-member board.

The content of the entrance interview respects a standard range of Economics taught at the bachelor's study level of economic study programmes.

Task Groups

1. Consumer behaviour and demand formation. Individual and market demand. Demand curve. Utility. Consumer surplus. Indifference analysis. Elasticity.
2. Behaviour of firms and supply formation. Individual and market offer. Supply curve. Production function. Costs, revenues and profits. Producer surplus.
3. Factors of production. Supply and demand factors of production. Prices of production factors. Labour market. Land market. Capital market. Human capital.
4. Perfect and imperfect competition. Monopoly, oligopoly and monopolistic competition. Analysis of a firm in the situation of perfect competition.
5. Income and wealth. Primary distribution. Inequality of the wealth distribution – measurement. Redistributing processes.
6. Aggregate supply and demand. Macroeconomics equilibrium. Consumption and investment. Theory of multiplier and accelerator.
7. Measurement of economic performance. GDP, GNP, gross turnover, intermediate and value added. Methods of GDP calculation. Weaknesses of measuring GDP. Aggregates implied from GDP. Business cycle.
8. Basic macroeconomic aims and variables. Economic growth. Prices and inflation. Employment and unemployment. Balance of payments.
9. Fiscal policy. State budget. Public budgets. Instruments of fiscal policy. Effects of fiscal policy. Budget balance. Objectives of fiscal policy.
10. Money. Function of money. Importance of monetary exchange. Monetary aggregates.
11. Monetary policy. Aims of monetary policy. Monetary policy tools. Banking system. Money multiplier. Market of money and financial markets.
12. Trade and monetary policy. International division of labour. International exchange. Comparative advantage. Exchange rate.



Literature

BURDA, Michael a Charles WYPLOSZ. Macroeconomics: A European Text. Oxford University Press; 5 edition, 2009.

KRUGMAN, Paul R. a Robin, WELLS. Microeconomics.. Worth Publishers, 2008.

MANKIW, N. Gregory. Principles of economics. Cengage Learning; 6 edition, 2011.

Task Groups for an Entrance Exam in MANAGEMENT OF COMMERCE

The entrance exam in Management of Commerce is in the form of an entrance interview via Skype. In 30 minutes the applicant will respond to each of the 5 questions given by a two-member board.

The content of the entrance interview respects a standard range of Management of Commerce taught at the bachelor's study level of economic study programmes.

1. Function and relevance of trade in national economies.
2. History and trends in development of European and international trade
3. E-commerce
4. Basic financial calculations and indicators in trade
5. Retail assortment and technologies
6. Services in retailing
7. Sales management
8. Purchasing and logistics
9. Marketing in retailing
10. Marketing research
11. International trade

Literature:

GRATH, Anders. The Handbook of International Trade and Finance: The Complete Guide for International Sales, Finance, Shipping and Administration. Third Edition edition. London ; Philadelphia: Kogan Page, 2013.

KOTLER, Philip a Gary ARMSTRONG. Principles of marketing. Upper Saddle River, NJ: Pearson, 2009.

LEVY, Michael a Barton A WEITZ. Retailing management. Boston: McGraw-Hill Irwin, 2009.