



STING ACADEMY

College, Czech Republic

Since the year 2000, the STING ACADEMY, a private college based in Brno, has permanently established itself among the ranks of Czech institutions offering a tertiary education. In the first years of its existence it offered bachelor's degree courses focused on economics, to which it added a master's degree in Business Economy and Management in 2006. In 2010 it was awarded the title 'Best Small and Medium-Sized Company in the City of Brno' (TOP MSP 100 - voted by the Regional Chamber of Commerce and the City of Brno). In 2015 it won the prestigious title 'Best Private College in the Czech Republic' in the Faculty of the Year poll.

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First private college in Brno

- Longest tradition in Brno (2000)
- Best Private College in the Czech Republic (2015)
- Best Small and Medium-Sized Company in the City of Brno (2010)



Bachelor's and master's degree courses

- Full-time and part-time forms of study
- Active and flexible studies
- Over 3000 successful graduates



Professional academic support

- Modern facilities
- Team of qualified academic staff
- Individual and friendly approach to students



Practical links to the business environment

- Applied research with a practical focus
- Experts in the practical field involved in learning
- Co-operation with professional bodies and associations

Bachelor's degree courses

- **Organisation and Management of Small and Medium-Sized Enterprises**
- **Taxation**

Master's degree course

- **Business Economy and Management**





Taxation

Bachelor's degree course

Characteristics of the field of study

This field of study enables students to acquire theoretical and practical expert knowledge and skills across the entire tax system in the Czech Republic, in particular in the areas of direct and indirect taxation, accounting in business entities and business law; these are all studied in conjunction with other economic disciplines that are standard in the field of business economics. Alongside acquiring new theoretical knowledge, studies are also focused on developing competences required for graduates to become effective professionals and managers. The course of study has been developed to meet the current requirements of practice in business, it reflects the current state of knowledge in the areas covered by the course modules, and is designed to ensure students are able to supplement their education with other related areas of study.

Profile of graduates in this field

Graduates are able to ensure, independently or as part of a team, the effective functioning of an organisation, in particular the economic management of small and medium-sized enterprises or public administrative units, especially in terms of accounting, including the tax aspects of accounting and tax administration. Graduates are able to work as qualified financial managers, with a very good grounding in law, in both the private and public sector. They can pursue careers as company accountants, financial managers, tax specialists, company agents or as assistants in an accounting and tax office. Upon acquiring the necessary experience, graduates can become independent accountancy consultants as well as financial and organisational consultants. After passing the requisite professional exams, graduates can then become certified tax advisors. Graduates are entitled to apply for specialist positions at tax offices or other institutions of local or central government. Knowledge and skills acquired as an undergraduate can also be used to set up one's own business. Graduates are also fully equipped to continue their studies on a master's postgraduate course centred on business economics.

Knowledge, skills and competences of graduates:

- expert knowledge in taxation, accountancy and related law,
- ability to work independently in business finances,
- knowledge of the current state of learning in the basic business economics and managerial disciplines, a general business economics overview,
- using ICT in the preparation of analyses and background materials to support the decision-making of involved parties over the principal activities of an organisation,
- working effectively with office software, ability to use accounting software, basic knowledge of database applications,
- competences for managing working groups,
- presentation and communication skills for negotiating with business partners and other external partners.

Outline of the core subjects taken in this field

Tax system

Direct taxation I, II

Indirect taxation

Accountancy I, II, III

Basics of management accounting

Basics of law I, II, III

Tax administration



Organisation and Management of Small and Medium-Sized Enterprises

Bachelor's degree course

Characteristics of the field of study

This field of study enables students to acquire theoretical and practical expert knowledge and skills, in particular in the organisation and management of small businesses and medium-sized enterprises, in management, business economics and other issues involving small and medium-sized companies; these are all studied in conjunction with other economic disciplines that are standard for the field of business economics. Alongside acquiring new theoretical knowledge, studies are also focused on developing competences required for graduates to become effective professionals and managers. The course of study has been developed to meet the current requirements of practice in business, it reflects the current level of knowledge in the areas covered by the course modules, and is designed to ensure students are able to supplement their education with other related areas of study.

Profile of graduates in this field

Graduates are familiar with the principles of basic economic processes and thus capable of ensuring the effective management of an organisation, either individually or as part of a team. For this purpose they have at their disposal the appropriate business economic, managerial and communication knowledge, skills and competences. Graduates are capable of fulfilling the functions of lower or middle management in both private and public sector organisations. Some of the graduates' core skills would enable them to successfully set up and run their own small or medium-sized enterprise. Graduates are also equipped to continue their studies on a master's postgraduate course centred on business economics.

Knowledge, skills and competences of graduates:

- familiarity with the current state of knowledge in the core business economics and managerial disciplines, and a general overview of the economic and financial aspects of business,
- ability to chart trends for the future development of certain economic phenomena within a business based upon analysing the current status of such phenomena,
- expert knowledge for the analysis, redesign and optimisation of the major processes and management processes within a company,
- ability to work independently in business finances,
- using ICT in the preparation of analyses and background materials to support the decision-making of involved parties over the principal activities of an organisation,
- working effectively with office software, ability to use accounting software, basic knowledge of database applications,
- competences for managing smaller working groups,
- presentation and communication skills for negotiating with business partners and other external partners.

Outline of the core subjects taken in this field

Basics of management
Basics of process management
Organisation and management of enterprises
Basics of human resource management
Basics of business economics

Basics of financial management
Basics of management accounting
Basics of controlling
Basics of law I-III
Tax system



Business Economy and Management

Master's degree course

Characteristics of the field of study

This field of study enables students to acquire theoretical knowledge grounded in the contemporary state of scientific knowledge in business economics and management. Studies are directed towards acquiring the necessary abilities for applying contemporary theoretical knowledge into practice. Knowledge gained on the bachelor's degree course is deepened and expanded by theoretical information and modules focused on managerial economics. Alongside acquiring new theoretical knowledge, studies are also focused on developing competences required for master's graduates to become effective professionals and managers. Emphasis is given to the ability to navigate and understand the economic, organisational, information and managerial aspects of all the principal processes that operate within a company, and the mutual connections between them. Students have the opportunity to acquire and deepen their knowledge of issues surrounding the management of an enterprise as a whole, its individual partial functions, and the legal aspects of business.

Profile of master's graduates in this field

Holders of a master's degree are equipped with expert knowledge in the theory of economics, business economics, various areas of management, and the basics of other economics disciplines. They are readily able to analyse problems and develop creative solutions, and to present the results of their work. Master's graduates are ready to carry out work independently or as part of a team in all types of economic entity. Our alumni will be entrusted to carry out professional activities within a variety of departments inside an enterprise, and supervise such activities at the mid-management level of organisations, possibly also in the role of an assistant to senior managers in an enterprise. They are familiar with modern information and communication technologies and how they can be used effectively. Finally, our Master's graduates are equipped to continue their studies on the doctoral programme Business economy and management.

Knowledge, skills and competences of master's graduates:

- comprehensive expert knowledge in theoretical and practical business economics disciplines;
- ability to evaluate basic development trends in a company's activities and on such basis set up a plan for development of the company in relation to economic development in practice as well as economic theory;
- knowledge of methods for assessing the causes and consequences of various types of risk in the fast-changing conditions of today's global economy;
- familiarity with the management processes of company, with the procedures for dealing with and delegating tasks to lower management levels;
- ability to strategically plan the company's activities, managing the implementation of planned processes and checking their realisation;
- ability to analyse the outputs from the company's electronic data sources and use them in the company's strategic management;
- ability to motivate the company's subordinate employees to high-quality performance and to ensure their own professional development;
- presentation and communication skills for negotiating with business partners and other external partners.

Outline of the core subjects taken in this field

Business economics
Business finance
Enterprise knowledge management
Management of small and medium-sized enterprises
Human resources management

Strategic management
Microeconomics II
Macroeconomics II
Law in business