

Study guide for the subject **Institutional and government support of business**

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Method of completion of the course: oral examination including a professional debate and defense of the seminar work

Oral exam: 2 questions from 4 thematic blocks of the subject

Elaboration and defense of the seminar paper:

The seminar paper, in total length of 7-10 pages, is thematically connected with the focus of the dissertation. In the seminar paper, a research problem is identified, the theoretical and applied approaches to its solution are presented, their comparison is made and their use in the dissertation is discussed.

The student should consult the research problem in advance with the teachers of the subject, the connection directly with the chapter/part of the dissertation.

Recommended structure of the seminar paper:

1. Theoretical starting points (in relation to the research problem)
2. Critical research of domestic and foreign sources of literature
3. The actual (application) part with a connection to the dissertation
4. Formulation of own recommendations and proposals, summary of essential findings

Thematic blocks and their focus:

1/ Analysis of the business environment and assessment of its quality, including historical genesis

Analysis of the business environment in the Czech Republic at the regional level, especially in the Moravian-Silesian Region. Approaches to measuring and evaluating the quality of the business environment. Identification of the main contemporary problems and formulation of proposals for improvement. Approaches to measuring entrepreneurial activity. Evaluation of key milestones in the development of the business environment in the Czech Republic, the EU and the USA and a comparison of forms of business support.

2/ Institutional framework of the business environment, business ethics vs. corruption

The role of central state administration bodies. Government agencies to support business. Legislative definition of the business environment. The emergence and development of economic and business ethics in the USA and Europe, comparison of the American and European approach, ethical codes, ethical management, social and environmental responsibility of business. The impact of corruption on the business sphere and anti-corruption policy.

3/ National and European business support

Support of business activities in selected areas from national sources. Business support using EU Structural Funds. Processing of the project application in the current program period.

4/ Vision of business development

Innovative activities that strengthen the company's competitiveness. Application of research and development in the business sphere. Economic diplomacy. Industry 4.0 (Industry 5.0 perspectives)

As part of completing the course, the student can devote himself to areas other than those listed, but which have a material connection with the focus of the course, or with a dissertation focus.

The purpose of the course is to provide the student with a certain guide in the relatively broad area of forming institutional and government support for business and to enable the use of the acquired knowledge within the framework of doctoral studies, i.e. in a dissertation.

For this purpose, it is possible to use the overview of mandatory literature below. In addition to these sources, it is assumed that the student himself will secure other relevant information sources.

Study literature:

EICHER, S. *Corruption in international business: the challenge of cultural and legal diversity*. Burlington: Gower, 2009. ISBN 978-0-7546-7137-4.

HALÍK, J. *Business environment in the CEE region: trends and perspectives*. Ostrava: Key Publishing, 2018. ISBN 978-80-7418-311-9.

HARRISON, A. *Business environment in a global context*. Oxford: Oxford University Press, 2014. ISBN 978-0-19-967258-5.

MORRISON, J. *The global business environment: Challenges and responsibilities*. London: Palgrave, 2016. ISBN 978-1137483744.

RAJKO, A. *Behavioural economics and business ethics*. London: Routledge, 2011. ISBN 978-02-0380-260-1 (eBook).

WERHERLY, P. a D. OTTER. *The Business Environment: themes and issues*. Oxford: Oxford Univesity Press, 2008. ISBN 978-0-19-920305-5.

Consultation:

Before the preparation of the seminar paper itself, consultation with teachers is recommended, so that the chosen topic corresponds to the focus of the dissertation, which refers to the concept of the research problem.

Furthermore, it is possible to consult the seminar work or a selection of study literature on an ongoing basis. Consultations are possible in person by prior arrangement or online via MS TEAMS.