

## **Workshop notes**

**and**

## **Internship profile of the study program „Economics and management“ – auditor**

**Workshop day: 17. 6. 2021, Moravská vysoká škola Olomouc**

### **Description of the study program:**

Studijní program má za cíl vzdělávat odborníky, kteří mohou pracovat ve světě inovací a businessu na rozličných pozicích a profesích. Nabízí výuku manažerských dovedností, plánování, znalosti psychologie nebo komunikačních dovedností. Obor si zakládá na propojování světa teorie a praxe. Na jeho výuce se podílejí odborníci z oblasti managementu, podnikání, marketingu nebo IT.

The study program aims to educate professionals who can work in the world of innovation and business in various positions and professions. It offers instruction in the fields of managerial skills, planning, personnel psychology and communication skills. The program is based on connecting the world of theory and practice. Experts from the fields of management, business, marketing or IT take part teaching the different subject matters.

### **Workshop proceedings – notes:**

The workshop was divided into 2 parts, in the first there was a presentation of the project and participants and a presentation of the method "Design thinking". This was subsequently applied in the second part of the workshop, according to the methodology and manual, which is an appendix to this record.



Learning outcomes and activities were discussed and described in one specific internship – **an internship in an Audit Firm**. Attached to this record are "brainstorming" flipcharts, photos of participants and a table with outputs and activities.

### Learning Outcomes and Learning Activities:

Learning Outcome	Learning Activity
<ul style="list-style-type: none"> <li><b>Learning Outcome 1:</b></li> </ul> <p>Ability to search, sort, classify and interpret economic data and information and apply them in the management and decision-making processes of the organization</p>	<p>Activities:</p> <p>A1: Working with data and statistical tools</p> <p>A2: Ability to examine economic inputs and outputs, understand economic laws and give a true picture of reality</p> <p>A3: Ability to predict economic development in the market and apply it to the organization</p>
<ul style="list-style-type: none"> <li><b>Learning Outcome 2:</b></li> </ul> <p>Organizational work</p>	<p>Activities:</p> <p>A1: Making economic decisions and take responsibility for one's own decisions</p> <p>A2: Effective communication with the environment, cooperation</p> <p>A3: Ability to apply critical thinking in decision making</p>
<ul style="list-style-type: none"> <li><b>Learning Outcome 3:</b></li> </ul> <p>Ability to compile, implement and evaluate marketing,</p>	<p>Activities:</p> <p>A1: Proper copywriting</p> <p>A2: Strategic marketing and promotion planning, goal setting</p>

financial, personnel and logistics plans of the company.	A3: Evaluating the impact of marketing A4: Ability to communicate effectively in a team, across company departments
<ul style="list-style-type: none"> <li><b>Learning Outcome 4:</b></li> </ul> <p>Orientation in legal matters</p>	<p>Activities:</p> <p>A1: Familiarization with legal regulations, laws A2: Keeping self to permanent continuous education (regular amendments to tax laws) A3: Applying legislation in practice</p>
<ul style="list-style-type: none"> <li><b>Learning Outcome 5:</b></li> </ul> <p>Using IT as a support</p>	<p>Activities:</p> <p>A1: Using accounting tools, learning to use the company's accounting tool A2: Combining accounting IT tools, understanding other systems and standards of other companies</p>

