



BLENDING INTENSIVE PROGRAMME

LANGUAGE MANAGEMENT

4 ECTS

Lecturer: Mgr. Dagmar Sieglová, MEd., Ph.D.

Language policies and planning dominate the public social discourse and have become an integral part of corporate management in today's world. This course helps students bridge theoretical knowledge with social and business practice and understand how everyday activities and decisions are shaped by language-related behavior at the micro, mezzo, and macro levels.

Fundamental ideas, concepts, and tools of language management will be applied in the context of individual behavior, corporate practice, and nation-state policies. Students will develop an understanding of social contexts and language management processes across diverse public and institutional settings, including linguistic landscapes and digital environments. They will become familiar with common language-related challenges, areas of practice, emerging trends, tools, and associated risks. Additionally, they will acquire practical skills for applying research methods and practical tools to effectively address language-related issues.

Dates

Online session

9th February 2026

Online final presentation

30th March 2026

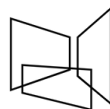
Onsite training

16th - 20th February 2026

Venue

Škoda Auto Vysoká škola

Na Karmeli 1457, Mladá Boleslav, Czechia



Supervisor



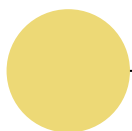
Mgr. Dagmar Siegllová, M.S.Ed., Ph.

Dagmar is Head of Languages and Intercultural Competences Department. She specialises in diversity management, intercultural communication, language management, English teaching, and pedagogical methodology.

Course content

Language policy and planning in EU countries	Language management theory	Critical incident technique
Research methodologies	Labor migration and integration	Multilingualism
Gender neutrality in language	Disinformation and regulations	Hate speech in social media
Inclusive language	Freedom of expression	Language management in corporate practice
EU act of AI	Gender neutrality and inclusive language	Disinformation and regulations
Superdiversity and language landscapes	Corporate language policies	Language law





Learning outcomes

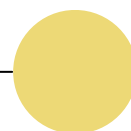
Recognizes macro, mezzo and micro level of language policy and language management, is able to use basic tools of language management and planning in varied social contexts.

Understands the language management process at the (inter)national, institutional and individual basis and is able to constructively solve language behavior related problems and set up language related strategies in corporate practice.

Orients in social aspects related to language policies, language laws and labor migration in EU and Czechia.

Understands and applies relevant research methods and properly applies them for analysis and proper policy implementation in corporate practice.

Application



Fee: € 70 includes the cost of welcome dinner and social activities.

Cancellation policy: fee refund in case of participation cancellation till 15 January (bank transfer fees are on student's side).

Students have to cover all cost by themselves (accommodation, meals, travel, etc.).

Participants from European Union may apply for short-term blended mobility grants via Erasmus+.

Register now



Register till 15th January

➤ <https://www.savs.cz/en/international-events>

🗨 international@is.savs.cz

