

CONTENTS

	PREFACE	6
--	----------------------	---

	EXPLANATION OF ICONS	7
--	-----------------------------------	---

1	RISK	8
1.1	Economic context	8
1.2	Theory of risks.....	9
1.3	Fraud and audit.....	11
1.4	Business management and risk management	12

2	CONTROL	15
2.1	Control environment.....	15
2.2	External control	16
2.3	Internal control.....	17
2.4	Control and controlling vs. audit.....	19

3	AUDIT	22
3.1	History of audit	22
3.2	Development of the profession in the Czech Republic	24
3.3	Types of audit	25
3.4	Legislation framework	26

4	EXTERNAL AUDIT	30
4.1	Basics of external audit	30
4.2	External audit objectives.....	31
4.3	International standards ISA	33
4.4	Chamber of Auditors of the Czech Republic.....	34

5	INTERNAL AUDIT	37
5.1	The basics of internal audit.....	37
5.2	Internal audit objectives.....	38
5.3	International standards IPPF	39
5.4	Czech Institute of Internal Auditors.....	40

6	AUDITOR	44
6.1	The relation of internal and external audit	44
6.2	Modern approach to audit services.....	45

6.3	Education	47
6.4	Certification	48
<hr/>		
7	AUDIT PLANNING	51
7.1	Planning process	51
7.2	Risk analysis	52
7.3	Risk map.....	53
7.4	Audit planning	55
<hr/>		
8	AUDIT PROCESS	58
8.1	Audit preparation	58
8.2	Audit execution.....	59
8.3	Audit finalisation	60
8.4	Discussing the audit findings	61
<hr/>		
9	AUDIT TECHNIQUES	64
9.1	Interview.....	64
9.2	Sample selection	65
9.3	Analytical approaches	66
9.4	Selection of techniques	67
<hr/>		
10	AUDIT DOCUMENTATION	70
10.1	Audit documentation	70
10.2	Audit programme	71
10.3	Audit records.....	72
10.4	Audit report.....	73
<hr/>		
11	AUDIT TRENDS	76
11.1	Audit ethics	76
11.2	Digital audit	77
11.3	Marketing communication of a modern audit.....	78
11.4	Quality management	79
<hr/>		
12	MARKETING AUDIT	82
12.1	Audit and marketing	82
12.2	Marketing audit	84
12.3	Audit deployment	85
12.4	Audit results	85

13	AUDIT COMMUNICATION	89
13.1	Theory of communication.....	89
13.2	Audit communication.....	91
13.3	Audit meetings.....	92
13.4	Dress code.....	93

	BIBLIOGRAPHY.....	97
--	--------------------------	-----------

	INDEX	102
--	--------------------	------------

	ABSTRACT	103
--	-----------------------	------------