

VŠE/FBA



*The Right Step Forward*

# Cooperation with Corporate Partners

Prague University of Economics and Business  
Faculty of Business Administration



# FACULTY OF BUSINESS ADMINISTRATION

The Faculty of Business Administration of the University of Economics, Prague (FBA) ranks among the most highly regarded faculties in CEE, focusing on management. The mission of the faculty is to create and pass knowledge on learners, develop skills, and form attitudes required for successful management of organisations.

Graduates of the FBA find employment in multinational corporations, in small and medium-sized companies or in cultural and non-profit organisations or establish their own businesses. The FBA possesses, as the only faculty in the Czech Republic, a prestigious international accreditation of EQUIS. Only 170 faculties out of the total number of 15,000 business faculties all over the world can pride themselves on such accreditation.

## Cooperation with Corporate Partners

Interconnection of instruction and practice is one of the main priorities. The FBA has entered into agreements with almost 100 corporate partners among

which there are BD Advisory, Apogeo, Nestlé, PPL, UniCredit Bank, Unilever, Hilti, Plzeňský Prazdroj, Škoda Auto, Albert, Aspironix, Coca-Cola HBC, FINEP, HOPI, ICZ, L'Oréal, OKsystem, Procter&Gamble, PSN, Red Bull, SaltPay, SAP, Signify, UEPA advokáti or Uni-bail-Rodamco-Westfield.

Managers of the aforementioned companies as well as a number of other corporations are substantially involved in instruction and consultations of diploma theses, they organise student contests, intermediate internships and participate in research done by the faculty and they also ensure that students can visit their companies. Within its social responsibility, the faculty cooperates for example, with organisations such as Centrum Paraple or Spolu dětem.



# PARTNERSHIP OF DEPARTMENTS AND MINOR SPECIALIZATIONS

Students choose a minor specialization as a part of their master studies.  
The partnership with the department may involve:

- » Participation in courses
- » Diploma thesis topics
- » Student competitions
- » Company tours
- » Case studies
- » Contracted research

Department of Arts Management	» Manager of Culture and Arts
Department of Logistics	» Logistics – International Transport and Freight Forwarding
Department of Management	» Quality Management and Lean Six Sigma » Project Management
Department of Managerial Psychology and Sociology	» Managerial Psychology and Sociology » Sales Management » Project Management
Department of Marketing	» Marketing » Sales Management
Department of Human Resource Management	» Human Resource Management
Department of Entrepreneurship	» Entrepreneurship – Startups and Innovations
Department of Strategy	» NextGen Consulting » Turnaround Management
Department of Managerial Economics	<i>This department does not offer minor specialization.</i>

## Department of Arts Management Minor specialization in Manager of Culture and Arts

[kam.vse.cz/english](http://kam.vse.cz/english)

- » Creative Arts Production Management
- » Cultural Politics, Local and Regional Culture
- » Cultural Economy and Creative Industries
- » Cultural Aspects of Urban and Landscape Development
- » Management and Organisation in the Field of Material Culture
- » Management and Organisation in the Field of Creative Culture
- » Arts Marketing



## Department of Logistics – Minor specialization in Logistics – International Transport and Freight Forwarding

[klog.vse.cz/english](http://klog.vse.cz/english)

- » Logistics Systems
- » Supply Chain Management
- » International Transport and Forwarding
- » Logistics, International Transportation and Forwarding – Applications



Department of Human Resource Management  
**Minor specialization in Human Resource Management**

[kp.vse.cz/english](http://kp.vse.cz/english)

- » Human Resource Management
- » Reward Management
- » Work Conditions and Labour Relations
- » HR and Organizational Development
- » People Management Practices



SKODA



BrandBakers  
Pomáháme přetáhnout lidi



humancraft



Yellowtouch  
Make your HR comfy!

Department of Managerial Psychology and Sociology – **Minor specialization in Managerial Psychology and Sociology**

[kmps.vse.cz/english](http://kmps.vse.cz/english)

- » Managerial Sociology
- » Application Methods of Social Psychological Research
- » Management of Personal Development
- » Negotiation Skills for Managers
- » Creativity in an Organization
- » Training of Social and Managerial Skills
- » Managerial Psychology



Department of Management and Department  
of Managerial Psychology and Sociology  
**Minor specialization in Project Management**

[km.vse.cz/english](http://km.vse.cz/english)

- » Introduction to Project Management
- » Project Manager's Competencies
- » Advanced Project Management Processes
- » Project Internship
- » Application of Agile Project Management



Department of Marketing  
**Minor specialization in Marketing**

[kmg.vse.cz/english](http://kmg.vse.cz/english)

- » Product/Brand Marketing
- » Marketing Research
- » Market Segmentation
- » Communication Planning
- » Strategic Marketing and Innovations



L'ORÉAL



nielsen | ADMOSPHERE



Department of Management  
**Minor specialization in Quality Management  
and Lean Six Sigma**

[km.vse.cz/english](http://km.vse.cz/english)

- » Six Sigma
- » Lean Management
- » Methods and Techniques for Quality Management and Lean Six Sigma

- » Quality, Environmental and OHS Management Systems
- » Quality Management and Lean Six Sigma Practical



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**LATECOERE**  
Czech Republic



Department of Marketing and Department  
of Managerial Psychology and Sociology  
**Minor specialization in Sales Management**

[kmg.vse.cz/english](http://kmg.vse.cz/english)

- » Marketing & Sales
- » Training of Communication and Presentation Skills for Sales

- » Sales and Key Account Management
- » Sales Negotiation
- » Management of Sales Teams

**PKF/APOGEO**



**albert**

**AspironiX**

**Coca-Cola HBC**  
Česko a Slovensko



**FINEP**

**intelsol**



**L'ORÉAL**

**MERKLE**



**Partners**  
Finanční poradenská firma

**PHILIPS**

**posmedia**  
CZECH REPUBLIC

**PSN**



**Red Bull**

**SaltPay**

**steilmann**

**STOCK**  
PLZEN - BOŽKOV

**TESCO**

**UniCredit Bank**

Department of Entrepreneurship  
**Minor specialization in Entrepreneurship**  
– Startups and Innovations

[kpo.vse.cz/english](http://kpo.vse.cz/english)

- » Opportunity Recognition and Business Model Development
- » Marketing Communication and Sales for Start-ups
- » Foundation of Business
- » Managing the Growth of New Business
- » Business Plan
- » Enterprise in Praxis



ASOCIACE MALÝCH A STŘEDNÍCH  
PODNIKŮ A ŽIVNOSTNÍKŮ ČR



CZECHCRUNCH



STRNAD • LEGAL

Department of Strategy  
**Minor specialization in Turnaround Management**

[ksg.vse.cz/english](http://ksg.vse.cz/english)

- » Transformation and Company Restructuring
- » Due Diligence
- » Value of the Firm
- » Risk Analysis and Financial Modelling
- » The Impact of Economic and Financial Crime on the Value and Strategy of a Company



Deloitte.

DENTONS



HAVEL & PARTNERS  
ÚSPĚCH SPOJUJE



signify





Department of Strategy  
Minor specialization in NextGen Consulting

[ksg.vse.cz/english](http://ksg.vse.cz/english)

- » Growth Strategy
- » Design Thinking and Antropology in Strategy
- » Strategy in Family Businesses
- » Critical Thinking in Business Futurology
- » Value of the Firm
- » Communication Skill Seminar
- » Data Strategy
- » Green and Sustainable Ecosystems
- » From Learning to Machine Learning





## PARTNERSHIP OF CEMS MIM PROGRAMME



CEMS MIM/Master in International Management is a full-time Master's Programme taught in English at the Faculty of Business Administration.

CEMS is an academic training programme for top students demonstrating academic excellence, professional skills, international openness, and social responsibility with interests and career intentions in an international environment. VSE is a member of CEMS Alliance, a global strategic alliance of 34 leading business schools and 70+ multinational companies. The programme consistently ranks in the top 10 of prestigious international rankings.

### CEMS Block Seminar

During the week-long Block Seminar student teams work on a topic assigned by the company. Based on the final presentations, the jury of company representatives and VSE experts selects the winning team.

#### Past Topics:

- SKODA**
- Digital Customer Journey in the Automotive Industry – New Challenges
  - eMobility Growth Plan in EU or Worldwide



- Business Model Innovation in the Context of Digital Disruption
- Digital Strategies of Family Businesses – Case of Hilti



- Propose a 2025 HORECA Innovation Program for Plzeňský Prazdroj
- Design Digital Innovations for Pubs and Restaurants for Plzeňský Prazdroj



## CEMS Business Project

The Business Project is a consultancy-like project. At the beginning of the semester, companies suggest topics for students. International teams of usually 4 students solve a real business problem as a one-semester part-time activity tutored by both the company and a professor in parallel.

### Past Topics:



Crowdsourcing for Retail Store Compliance



Boosting Detergent Category Sales in Kaufland – Pricing, Promotion & Shelving Influence over Consumer Decision-making Process



Accelerating E-commerce Business in Mass Beauty



Global Structural Shifts in the Area of Sustainability and Its Impact on Czech Markets – What Is the Impact on Czech Companies? How Will be Czech Financial Markets Impacted?



Micro-learning and Blended Learning for Global ŠA Sales Network

Value System and Hierarchies of First Job Applicants after Completing Their Education



How to Make Tatra a Desired Brand for Young Drivers and Entrepreneurs?





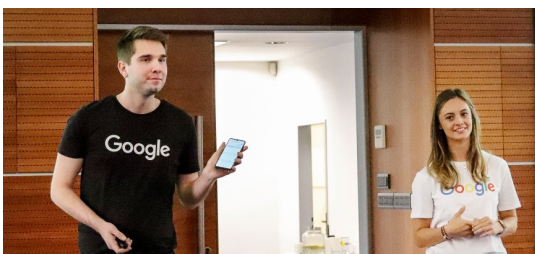
## Cross-Border CEMS Business Project

VSE initiated and has been implementing international Business Projects in cooperation with Google and Hilti for the third year in a row:



- Google for Startups in Czechia
- Launch of Google Pay Online API in New Markets in Central and Eastern Europe (CEE)
- Launching Google Assistant in Central and Eastern Europe (CEE)

6 students from 3 universities were involved in a cross-border project with Google. Together with VSE, CUB (Corvinus University Budapest) and LSE (London School of Economics) participated.



- Future Female Leaders in Industries Perceived as Domain of Male. X-border Project with Special Focus on V4 Countries
- Perfect Solution Selling via Trade Customized Value Proposition
- How to Boost the Value Proposition of VIP Program in order to Drive the Engagement of Key Customers in the Czech Republic, Hungary and Poland

6 students from 3 universities were involved in a cross-border project with Hilti. Together with VSE, CUB (Corvinus University Budapest) and SGH (Warsaw School of Economics) participated.







## CEMS Skill Seminar

During skill seminars, students gain practical skills relevant to the international environment. They usually take place in the company, the capacity is 12–20 students, the ideal length is one day. In the case of the online format, the duration is half a day. Examples of past seminars:



Organizational Design



Effective Communication and Collaboration as a Critical skill for Strategy Execution and Business Results Delivery



Negotiation Techniques



New Generation of Founders



Innovation Process in a Traditional Company



Discover Systematic Account Development in Hilti



Professional B2B Selling

Change Management

## CEMS Assessment Centre

Successful applicants advance to the second round – the assessment center, which takes place at three-hour intervals for 5 applicants each. About 80 students advance to the second round, of which about

50 are accepted each year. A jury of company and VSE representatives assess motivation, managerial prerequisites, stress resistance, responsibility, flexibility, communication skills and logical thinking of candidates.





## HONORS ACADEMIA PROGRAMME PARTNERSHIP

Honors Academia is a superior educational and training programme aimed at talented students who, in addition to regular studies, are interested in developing their knowledge and skills. It is intended for ambitious and goal-oriented students who wish to improve themselves and attain, besides their higher education, something more.

### Best Practices



Within the Best Practice students familiarize themselves with individual company departments, their management, and they also get feedback regarding their questions.

### Projects



Partners offer projects to be developed individually or by teams and focused on issues our corporate partners have to deal with from the operative level to the strategical level. The output of such projects is standardly presentation in the company. One example may be the project developed within L'Oréal Brandstorm competition and presented to the company's top management in Bratislava. The projects at NGO Medou, where teams of students had the opportunity to participate in the strategic planning of the company, had a great response.



## Professional Excursions and Lectures

Professional excursions and relating lectures in partner companies both in the Czech Republic and abroad are an integral part of our instruction. The examples can be: the lecture and visit within the projects aimed at the reconstruction of the National Museum in Prague or Optimization of the Railway Section Prague Hostivar – Prague Main Station which

were delivered by Metrostav (as a supplier), or the visit to and lecture of managers of Skoda Auto in SAIC Volkswagen in Shanghai, China.



SKODA



The above activities and many others are carried out with varying degrees of cooperation with contractual corporate partners of the Honors Academia program.



L'ORÉAL



SaltPay







# STUDENT CONTEST PARTNERSHIP

## Masters of Marketing Contest

Masters of Marketing je týmová soutěž mladých marketérů, kterou pořádá Katedra marketingu ve spolupráci se společností Unilever. Soutěž probíhá na bázi marketingové počítačové simulace, která byla vyvinuta speciálně pro tuto soutěž tak, aby otestovala schopnost soutěžících vypořádat se s nástrahami řízení svěřených značek.



In the course of six rounds of the contest, participants have to prove whether they are capable to transfer knowledge gained in the area of strategic marketing management to practice and whether they are able to properly implement the chosen strategy into individual elements of the marketing mix. All this is held in the environment of the virtual market, which is being dynamically chan-

ged and where competitors controlled by software operate. The most successful teams that qualify for the all-day finals held at Unilever headquarters in Prague are evaluated by the commission made up of experts working for Unilever and the Department of Marketing. The commission shall assess the ability of individual teams to cope with the simulation as well as how individual team members cooperate and present their results.





# ALUMNI COMMUNITIES PARTNERSHIP

After successful completion of the master's degree, graduates can join their alumni community. Partnership within any of the 11 communities may include:

» Workshops » Lectures » Mentoring » Networking

 <https://fba.vse.cz/fba-alumni>





## CONTRACTUAL RESEARCH PARTNERSHIP



Individual departments and centres participate in a range of research projects conducted for different institutions. They are mainly research and development services including relating consultation services (for example sample processing, custom-made measurements, testing, etc.). An example can be the project, carried out in stages, for ORLEN Unipe-

trol RPA "Petrochemical Logistics – Intermodal Distribution Network for Polyolefins – The Study Phase" within which the Department of Logistics is developing a concept of intermodal distribution of polyolefins. The concept encompasses legal, processing, organisational, and technical solutions. The Department of Logistics recently successfully solved and prepared the project Study of the use of blockchain to verify the origin of goods.

## INTERNSHIP PARTNERSHIP

Students of the Management Master's Degree Programme can, within their studies, do an internship at

some companies either in the Czech Republic or abroad. The participating students will obtain 6 ECTS.





## EXECUTIVE EDUCATION PARTNERSHIP

A number of courses of executive education are taught at the faculty in cooperation with corporate partners. An example can be Comp&Ben Akademie.



### Comp&Ben Akademie

This comprehensive educational programme covering remuneration, motivation, and performance management is organised under the guarantee of the faculty by BD Advisory – a general partner.

## MBA PARTNERSHIP

Corporate partners also participate in the faculty program of the executive MBA, both as partners participating in the implementation of corporate workshops and through managers who are guest speakers in the lectures.



# INSTITUTE OF MANAGEMENT PARTNERSHIP

The Institute of Management is a workplace focused on cooperation between academic and corporate or governmental spheres, which covers the activities of centers of excellence. Partnership within any of the 9 centers may include:

» Research » Education » Advisory » Networking







## SOCIAL RESPONSIBILITY PARTNERSHIP

The FBA also pays attention to cooperation with the non-profit sector. The faculty was recently awarded the National Prize of the Czech Republic for Social Responsibility and Sustainable Development in the Public Sector Category.

For example, the subject “Non-profit Organisations” is also taught by representatives of various institutions that help disabled people, take care of children in need, provide training of assistance dogs, or support community programmes. Mainly cooperation with the Centrum Paraple is intensive. The faculty cooperates on

a long-term basis with the organisation Spolu dětem (Together for Children). Along with this organisation the faculty co-organises weekend meetings for young people from children’s homes, which are to prepare them for leaving children’s homes for example, through teaching financial literacy.



General Partner



Main Partners



CEMS Partners



Partners



CSR Partners





Quality  
education



Excellent  
job opportunities



Famous  
graduates

*The Right Step  
Forward*



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