



# COOPERATION WITH CORPORATE PARTNERS

---

UNIVERSITY OF ECONOMICS, PRAGUE

---

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, Amazon, Apogeo, Nestlé, PPL, T-Mobile, Unilever, Hilti, Plzeňský Prazdroj, Škoda Auto, Albert, Aspironix, Coca-Cola HBC, FINEP, Henkel, HOPI, KPMG, L'Oréal, Mary Kay, Procter & Gamble, PSN, PwC, Red Bull, UEPA advokáti or Unibail-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
Department of Marketing	» Marketing » Sales Management
Department of Human Resource Management	» Human Resource Management
Department of Entrepreneurship	» Entrepreneurship
Department of Strategy	» Consulting                      » Turnaround Management » Family Business
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

 Galerie Rudolfinum



 MINISTERSTVO  
KULTURY



 NOIS  
pro kulturu

## 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

 ELA  
EUROPEAN  
LOGISTICS  
ASSOCIATION

 EPPL  
PROFESSIONAL PARCEL LOGISTE

 HOPI

 ABInBev

 DB

 DB SCHENKER

 GEFCO

 Geis  
Global Logistics

 GEP

 ICZ

 METRANS

 MSC

 Nestlé  
Good Food, Good Life

 P&G

 Řízení letového provozu  
České republiky

 UPS



## 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
- » Personnel Development in the Organisation
- » People Management Practices



## 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



## Department of Management 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





## 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



MARS WRIGLEY



## Department of Marketing 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



L'ORÉAL

MARY KAY



PHILIPS



steilmann



Department of Entrepreneurship  
**Minor specialization in Entrepreneurship**

[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



Department of Strategy  
**Minor specialization in Consulting**

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

- » Growth Strategies
- » Corporate Performance Management
- » Development of Interpersonal Skills
- » Design Thinking and Anthropology in Strategy
- » Competitive and Business Intelligence







## Department of Strategy Minor specialization in Family Business

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

- » Strategy and Succession in Family Businesses
- » Family Business Strategies
- » Value of the Firm
- » Due Diligence
- » Scenario Planning for the Strategic Management



STRATEGGO



## 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





## 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 32 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:



- 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



- Marketing in Automotive Industry
- New Ways and Trends in Communication with Millennials (Generation Y)





## 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:



Implications of E-mobility and Hybrid Cars on the Automotive Supplier Market



Customer Experience Management via Social Media and Public Ratings



Marketing Support of Charity Project „Enjoy Together“ in Dish Washing Category CZ/SK



Propose Most Convenient Packaging for Direct e-commerce Business in Kiehls Brand for Czech, Slovak, Polish and Romanian Market



Design of a Sales Strategy for a Self-sustainable Mobile Microhome Producer – Ecocapsule



How to Improve and Innovate Advertising in URW CZ Shopping Centres?





## Cross-Border CEMS Business Project

VSE initiated and implemented two international Business Projects in cooperation with Google and Hilti:



**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.



**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

Skill Seminars are training seminars (usually 1 day) in practical skills essential to kick-starting an effective professional career. Small groups of 12–20 students ensure an interactive dimension. Examples of past seminars:



Professional B2B Selling



Live the Case Team Experience



Change Management



Leadership Training

Digital Ecosystem for Garnier Brand



Digital Marketing

## CEMS Assessment Centre

Successful applicants advance to the second round – assessment center, which is organized 4–5 days for approx. 15 students/day. A jury of company and VSE

representatives assess motivation, managerial prerequisites, stress resistance, responsibility, flexibility, communication skills and logical thinking of candidates.





## PARTNERSHIP OF THE HONORS ACADEMIA PROGRAMME

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 Practice

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.





## 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.





# STUDENT CONTEST PARTNERSHIP

## Masters of Marketing Contest

Masters of Marketing is a team contest of young marketers organised by the Department of Marketing in cooperation with Unilever. The contest is based on computer marketing simulation, which has been developed specifically for this contest in order to test the ability of contestants to cope with pitfalls of management of entrusted brands.



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

changed 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 10 communities may include:

» Workshops » Lectures » Mentoring » Networking





## 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 Unipetrol 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.

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

## 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 Academy.



### Comp&Ben Academy

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 programme of executive MBA and MBA for Students. Managers of corporate partners are involved in the instruction, organisation of excursions, etc.



# 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 11 centers may include:

» Research » Education » Advisory » Networking

- Center for Leadership
- Centre of Business Ethics
- Center for Family Businesses
- Center for Digital Transformation
- Cross-Cultural Management Center
- Center of Sustainability Management
- Center for Restructuring and Insolvency
- Center for Economy in Regulated Sectors
- Center for Applied Entrepreneurship Research
- Center of Management and Cultural Economics
- Center of Marketing Research and Market Analyses





## 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 co-

operates 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



L'ORÉAL

MARY KAY®



## CSR Partners





**doc. Ing. Miroslav Karlíček, Ph.D.**  
**Vice-Dean for Corporate Relations  
and Public Relations**

✉ [miroslav.karlicek@vse.cz](mailto:miroslav.karlicek@vse.cz)  
☎ +420 224 098 434



**Ing. Šárka Otčenášková**  
**Corporate Relations Manager**

✉ [sarka.otcenaskova@vse.cz](mailto:sarka.otcenaskova@vse.cz)  
☎ +420 224 098 825

## Join us!

▶ <http://fba.vse.cz>

f [www.facebook.com/fphvse](http://www.facebook.com/fphvse)

@ [www.instagram.com/fphvse](http://www.instagram.com/fphvse)

in [www.linkedin.com/company/fph-vse](http://www.linkedin.com/company/fph-vse)