

# Summer University in Prague 2017

## Welcome

In the last few years we have experienced a tremendous change in the international business environment due to two important trends: globalization and the transition to a technology-driven economy. Working in this environment has created an enormous challenge for managers: a challenge that calls for new approaches to management, both in the content of management education and in learning styles of students. The program's objective is to offer foreign students something they cannot receive from their home universities: the opportunity to reside in and experience dynamic, exciting conditions in Central Europe.



## Why Summer University in Prague?

Remarkable changes in Central and Eastern Europe have generated considerable interest in economies and cultures of the nations from these territories. Vast potential markets, resources of raw materials and skilled workers may be divided in many ways into different spheres of interest. New areas of prosperity as well as new regions of chronic conflict may appear on the map of this part of the world. Many young people feel that it might be both exciting and useful to understand these processes, know basic facts about the economic systems operating in these countries, be informed about new economic doctrines, managerial practices and moral standards arising here and, last but not least, have some personal experience with the life and social atmosphere of this area.

The Summer Program, taught in English, reviews the past and investigates the present and future of the developing economies, societies, politics, and languages of these countries. Students of the program also have the opportunity to register in several courses designed as a standard part of the University curriculum and taught in English (from fields such as finance, economics, marketing, trade, etc.). This will improve the students' general academic background and, simultaneously, make it possible for them to immerse themselves in the Czech community.

## **Program 2017 dates:**

- Dates: June 12 – July 14, 2017
- Housing Dates: June 7 – July 19, 2017
- Registration day: June 12, 2017
- Classes start on June 13, 2017
- The registration deadline is May 20

## **Admission Requirements:**

- The program accepts both graduate and undergraduate students. Roughly half of the students attending the program already have an undergraduate degree and half of them are pursuing their undergraduate degrees.
- The student must have at least a 2.5 grade point average on a scale of 4.0 or an equivalent good standing at the home university.
- Admission is based on the student's university transcript, application, resume (CV), and English language knowledge.
- It is required that a student applying for admission must have at least one year (2 semesters) finished at his/her university.

## **Academics:**

The mission of the program is to provide studies in the economies, societies and cultures of Central and East European countries to students from countries around the world.

The aim of the program is to offer foreign students something they cannot receive from their home universities: the opportunity to reside in and experience the dynamic, exciting conditions in Central Europe through professional insight and instruction by native Czech professors and business professionals. The strategy of the program is to offer this objective through daily social interactions and course curriculum. When the students complete the program they will have accumulated a large amount of knowledge about Central and East European cultural attitudes and daily life. At the same time students can learn a lot about living in Central Europe, everyday life in the Czech Republic and to get know Czech culture and habits.

## **Course Options 2017:**

(students may choose at least one course, maximum of courses is three)

Each course = 6 ECTS or 3 US credits

- IP\_316 Entrepreneurship
- IP\_347 International Marketing Communications with the Emphasis on Central Europe
- IP\_360 European Cultural History and Its Impact on Central Europe
- IP\_365 International Business in the Global Environment

## **Course Descriptions:**

### **1. Entrepreneurship**

This course combines the theoretical understanding and the practical application of entrepreneurship or entrepreneurial behavior. It examines the role of entrepreneurship as a key factor in the success of an SME and considers the Business Plan as a framework to capture entrepreneurial aspiration. It is aimed at students who either wish to understand entrepreneurship as a subject or who are considering starting

their own business. This course is a regular course but in the intensive form.

## **2. International Marketing Communications with the Emphasis on Central Europe**

The course provides an integrated overview of different forms of marketing communications (advertising, public relations, sales promotion, personal selling) and focuses on their functions, theoretical background and practical applications and specifics of their use in the international environment with a focus on Central Europe.

## **3. European Cultural History and Its Impact on Central Europe**

The course will give the students an outline of the history Czech state and its connections to Central European developments. Attention will be given to the way in which history is reflected in arts and literature, as arts and literature have often contributed significantly to the political life of the region.

## **4. International Business in the Global Environment**

The course focuses on international trade theories as a base for doing international business, international trade development trends in last decades, international trade policy, different forms of doing business, international competitiveness and social, legal or cultural aspects of international business. Special attention is given to the position of Central and Eastern Europe.

**Syllabus available upon request.**