



UNIVERSITY OF NEW YORK IN PRAGUE

New Campus



**American
Bachelor's Degree
in Business Administration**

Educating
Tomorrow's
Leaders



About the Program

The primary aim of the four-year Bachelor's degree in Business Administration program is to **enable you to advance your career in the world of business** by providing a general overview of business management topics suitable to a wide range of career paths.

Our approach places **a great deal of emphasis on the international aspects of commerce**, which we believe are particularly critical in today's business environment. With our multinational faculty and student body, UNYP is in a particularly strong position to provide this valuable international perspective. The interactive and dynamic teaching style of our faculty is unique in the Czech Republic. Our faculty comes from the EU and the USA; our professors hold advanced degrees from prestigious universities such as London Business School, the University of Cambridge, Stanford University and the University of Oxford; moreover, most of them have professional experience in their fields.

Reasons to Study Business Administration at UNYP

1. You will receive a **well-rounded, in-depth core education in international business (marketing, management, finance, accounting, economics, and law)**;
2. You will complete complementary course work that strengthens, enhances, and expands your core business learning;
3. You can choose from elective courses which allow you to deepen your interests in a variety of subject areas such as integrated marketing communications, mass media, international relations, economics, finance and accounting, literature and psychology;
4. You will develop the ability to think independently, theoretically and analytically about contemporary issues in the global economy;
5. You will develop strong oral and written communication skills in English;
6. You will become proficient in using software applications and information technology for research;
7. You will develop your skills by working collaboratively in teams within a multicultural setting.

Career Value

The theoretical and practical knowledge that you acquire in our program will give you an unrivalled range of global options to pursue in your professional career. The program serves as a strong grounding for **public and private sector careers alike.**

Degrees

This degree is awarded by the State University of New York, Empire State College. Students can also sit for Czech state exams at the end of their studies, and receive a degree from UNYP (bakalář - Bc.) accredited by the Czech Ministry of Education. This is a unique advantage open to UNYP students, who can graduate with two distinct academic titles, one from the USA and one from the EU, and therefore have opportunities to work all over the world.

Courses

Core courses include:

- Business Policy and Strategic Management
- Financial Accounting
- Managerial Accounting
- Microeconomics
- Macroeconomics
- Statistics for Business & Economics
- Operations Management
- Fundamentals of Finance
- Marketing
- International Business

Elective courses include:

- Communication Technologies
- International Organizations
- Introduction to Advertising
- Labor Economics
- Media and Society
- Public Relations Principles
- Public Speaking
- Project Management



Success Story

Petr Rieger, class of 2014
Chlumec nad Cidlinou, Czech Republic

Petr Rieger graduated from UNYP with a degree in Business Administration. He went on to study his MPhil in Finance from the University of Cambridge - a Master's degree with an acceptance rate below 4% from one of the top universities in the world. Petr spent more than three years at the prestigious London-based private equity fund Rothschild Five Arrows Principal Investments and is now an Associate with the Carlyle Group in London.

“In addition to the development of my business English and my communication and presentation skills, I learned many soft skills including how to ‘think outside the box’ and work in teams. Additionally, UNYP is highly successful in attracting experienced lecturers from whom I learned both as a student and on a personal level. Last but not least, UNYP provided me with a highly international environment where I was able to learn from my peers and develop lifelong relationships.”



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