



# UNIVERSITY OF NEW YORK IN PRAGUE

New Campus



# MBA

Educating  
Tomorrow's  
Leaders

The UNYP MBA program is designed to equip students with the knowledge and experience to develop a successful business career, acquiring a variety of personal and interpersonal skills and competencies throughout their studies.

## 10 Reasons to Enroll in the UNYP MBA Program

1. Improve your **global employment** prospects
2. Increase your **earning potential**
3. Hone your **leadership skills**
4. Learn in a **local and international environment**
5. Sharpen your **decision-making** abilities
6. Engage in learning approaches including **virtual business simulations, guest speakers, workshops, case studies, and peer learning**
7. Understand **new issues in business and management** to better succeed in a competitive international environment
8. Practice your skills through exposure to **applied problem-solving, role-playing, and experiential learning situations**
9. Apply your **new skills** at work the next day
10. Participate in **the only Czech MBA program to have a triple accreditation** from the C.R. (ČAMBAS), the U.K., (BAC), and the U.S. (IACBE)

## About Our MBA Program

The UNYP MBA is one of the most practical programs in the Czech Republic. You will learn from professionals with a proven record of success in global industries, such as the fast-moving consumer goods industry, the financial services or from successful entrepreneurs, who have turned a business idea into a profitable operation.

### Who are your classmates?

They are professionals with many years of management level work experience. These managers come from various industries and represent global as well as local companies. Students come from companies as diverse as **Coca Cola, Nestle, DHL, T-Mobile, Microsoft, KPMG, Plzensky Prazdroj, Vodafone, CEZ, UPC** and many more. Approximately 40% of our students come from the Czech Republic and Slovakia, the other 60% represent **high performers from more than 20 countries.**

With over 400 MBA graduates during the last 10 years, the UNYP student & alumni network is a **wealth of experience and a strong professional network.**



## Added value for your career

The program is ideally **suites for working professionals** who do not have the option of taking considerable time off work to further their studies. All courses are run on weekends, allowing students to continue to work while pursuing their MBA degree. As the entire schedule is mapped out in advance, participants can plan and balance their work, private lives and their studies.

## Course Delivery

The UNYP MBA is an **18 month program** with 13 months of compulsory courses followed by a 5 month consultancy project. Most courses comprise a total of 40 in-class delivery hours spread over two full weekends.

## International Faculty

Faculty are chosen for their ability to combine **academic excellence and international business experience**, thus bringing global content into the classroom and real life experience: among them Claude Varley, Mark Tomass, Derek Jones, John Gole and Samir Nassif.

## Learning Environment

Students enjoy learning in our new campus that is equipped with all the latest technologies in our **Hi-Tech smart classrooms** and have full access to three **electronic libraries and Harvard Business Case Studies online**. In addition, students have full free access to our **comprehensive library, computer labs, and sport facilities**. Students can use our on-site university **WIFI network**.

## Program Structure

The MBA program is delivered in four phases. Phase 1 includes orientation and pre-MBA fundamentals workshops in quantitative analysis, accounting, and finance. Phase 2 includes a series of successive core courses which cover main business areas, building on each other as students develop their knowledge, skills, and abilities. Phase 3 includes concentration courses, offered based on student demand. Phase 4 is the Consultancy Project, which students work on over five months with a dedicated faculty mentor.



## Core Courses

All students complete the core courses which have been selected as being the key components of all types of business enterprise. This provides students with a **critical understanding of the major aspects of business**.

- Developing Leadership Skills
- Financial Reporting & Analysis
- Managerial Accounting
- Business Analytics for Effective Decision-Making
- Corporate Governance & Social Legitimacy
- Global Marketing
- Financial Management
- Managing People & Organizations
- Operations Management in the Digital Age
- Strategic Management
- Entrepreneurial Management

## Concentrations

After completing their core program, students may choose from five concentration areas:

- **MBA in Finance**
- **MBA in Entrepreneurship**
- **MBA in Marketing**
- **MBA in Project Management**
- **MBA in Management**

*A few examples of concentration courses:*

- International Trade, Finance & Investments
- Financial Strategy
- Marketing Research
- Neuromarketing & Consumer Behavior
- Entrepreneurial Finance: Venture Capital and Private Equity
- Innovation & New Product Development



## Success Story

### Geosense, the story of successful UNYP MBA graduates

Ladislav Čapek and Jan Zvoník founded their start-up Geosense during their MBA studies at UNYP. If they had not decided to study MBA at UNYP, they would probably never have met and or started their business. Here is the story of successful UNYP graduates.

Jan Zvoník says: "Ladislav Čapek and I started our MBA at UNYP in 2008. I think that UNYP offers the best value for money out of all MBA schools in the Czech Republic. I was very satisfied with the level of courses on the program. We met interesting people, both students and teachers, which was one of my most important personal reasons for starting to study MBA. It was about meeting people. We, the two founders of our company, met on the UNYP MBA course, and after a couple of months we found out that we had a similar view of business and that we both wanted to start something new. And this, I think, is the approach UNYP encourages in its students. I see the MBA as a step to change the course of one's career.

Ladislav had an idea in his mind to start an IT company in the field of geoinformation. I liked the idea (because I love maps) and in 2009 we started to take this seriously. At the end of 2009, we both quit our jobs in multinational companies and we founded a company called Geosense s.r.o. in December 2009.

We became established as one of the leaders of the market, we are number one in users (almost 2000 municipalities are using our solutions out of



total of 6400 in the Czech Republic), and we are one of the most in-demand employers in our field - we would bet we are the most in-demand, but we are humble guys. This also attracted some incredibly talented people. So we grew from 2 to almost 30 people. We founded a daughter company in Slovakia a year ago and the story is very similar.

We always had big ambitions and as we had both spent some time in the USA we wanted to try the US market. It was a long shot for us until a year ago. We were selected as one of the companies with big technological and business potential by Czechinvest and we spent half a year in Silicon Valley. We also saw that what we do was really really good and that the market opportunity for our products in the USA is huge. We have local contacts, and so we set up a company in Nevada to serve the local market, and we hope it will be another great part of our story."



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