



ACADEMIC PROGRAMS



UNIVERSITY OF NEW YORK IN PRAGUE

Educating Tomorrow's Leaders



Letter from the President

Dear students,

Our era is characterized by increasing globalization. Every day, technological advances that allow for the instant transmission of information change the way we communicate, the way we work, the way we learn and the way we live our lives. At the same time, international trade and tourism and worldwide media communication are expanding. Individuals, corporations, markets, and nation-states can reach around the world faster and more cheaply than ever before. Traditional boundaries between culture, commerce, technology, politics, and the environment are rapidly disappearing. National borders are no longer barriers to learning, living, and working. People may speak different languages, eat different foods, and worship in different ways, but we do not do so in isolation. The world today is a global village and we are all members of the same community.

Our aim is to provide you with the knowledge, experience, and multicultural perspective that will allow you to explore, learn, question, create, and thrive as productive members of a global society in your chosen careers. We are dedicated to an interactive teaching style, and we maintain high expectations for our students and high academic standards in the classroom. We are committed to giving you the personal attention, support, and care necessary for you to succeed and realize your full potential.

Ilias Foutsis, Hon Ph.D, President, University of New York in Prague & New York College Educational Group

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The University of New York in Prague (UNYP) is a private institution located in the center of Prague and in the heart of Europe.

UNYP is the largest English-language higher education institution in the Czech Republic. UNYP is truly unique in terms of international atmosphere; our student body has students from over 80 different countries and faculty from more than 30.

UNYP's small classroom sizes allow for students to voice their thoughts, challenge their professors, and engage with students from all over the world in an intimate and respectful setting.

STUDY IN ENGLISH IN THE HEART OF EUROPE

EXPERIENCE A DIFFERENT EDUCATION

WHY STUDY AT UNYP?

- Accredited American & European degrees and dual degree options
- New modern campus in a beautiful location
- Czech Republic is the 7th safest country in the world (GPI 2018)
- Career Office
 - Career days
 - Case studies
 - Company presentations
 - Interview and CV consultations
- Multicultural environment
 - 800+ students from 80+ countries
 - 120+ professors from 25+ countries
- Sports
 - Gym
 - Swimming pool
 - Sports teams
- Exciting, interactive student life
 - Student clubs & communities
 - Student trips & events
- Student-centered American teaching style
- Wide choice of courses
- Small class sizes
 - Average class size 21 students
- Exchange and study abroad partnerships
 - 85+ universities all over the world
- Erasmus+ program
- Alumni network with life-long benefits
- Hi-tech facilities & smart classrooms
- Outstanding international faculty

EXPERIENCE INDIVIDUAL ATTENTION

ADMISSIONS ADVISOR

The Admissions Office will guide you through the admission process. You can visit or call during the week and you can email us at any time, even just for a consultation. Our well-educated and highly-trained staff will always be there to help choose your future career. Applications are accepted throughout the year; however, students are encouraged to apply as early as possible. Class sizes are limited and we do not want you to miss your chance! Please note that international students who need a student visa to study in the Czech Republic must apply at least three months before the beginning of the semester.



ACADEMIC ADVISOR

Every student at the University of New York in Prague is assigned an Academic Advisor from the very beginning of their studies. Academic Advisors are a key feature of studying at UNYP and a major support function for all our students. Every student gets personalized support regarding course registration, career development, after-graduation options, etc.

COUNSELING CENTER

The UNYP Counseling Center provides free, confidential psychological counseling and support to all UNYP students. The Counseling Center gives students tools to cope with the pressures and expectations that come with university life. You may seek counseling for any number of reasons such as: exam stress, adjustment to university life, future life goals, presentation anxiety, lack of confidence, time management, anxiety/depression, addiction problems, eating disorders, culture shock, discrimination and general well-being.

PROFESSORS

UNYP professors add immense value to the courses offered, bringing their professional experience from companies such as GE Money, 3M, British Telecom, Procter and Gamble, HP, Coca-Cola, KPMG, UniCredit Bank, Lucent Technologies and others.

Most of our professors earned their degrees from prestigious universities which include the London Business School, the University of Cambridge, Stanford University, University College London, the Kellogg School of Management, Columbia University, University of Oxford, and many more and have teaching experience in well-known universities all over the world, including the University of Cambridge, Berkeley, the Sorbonne, Harvard University, the University of Oxford, Stanford University, universities of Sydney and Melbourne, and many more.

MATH & WRITING LABS

The UNYP labs exist to support students that need extra help in math and writing skills or to help them refresh learning from their previous education. The appointments are free of charge and are designed to help students keep up with the content in their classes. Both labs are staffed by trained academic instructors who ensure that the best advice is provided to the students.

The Writing Laboratory (WRL) is committed to helping students become better writers across the academic curriculum. The WRL is available to students at undergraduate and graduate levels, and at any stage in the writing process. The Writing Lab tutors will also guide students to all of the tools available in the library that will help them to successfully complete writing assignments.



CAREER OFFICE

The UNYP Career Center connects the university with businesses, graduates and the employment market. One of the Career Center's objectives is to help students develop their careers and integrate them into UNYP's institutional networks.

JOBS

Students and graduates have access to the jobs available at UNYP's partner companies and recruitment consultants. Offers and opportunities are regularly posted on our Career Office Bulletin Board and communicated through E-learning and Facebook, providing info about current full-time & part-time positions and internships.

The Career Center offers an additional service in the form of a resume/CV check plus application counseling.

COMPANY PRESENTATIONS

Employers from various industries and career fields are available to speak with students about potential career and internship opportunities.

CAREER DAYS

Career Days are held with the participation of leading companies on the Czech market and recruitment agencies, and are organized for students and graduates who are trying to find an internship, first job or advance in their current career.



RECOGNITION, ACCREDITATION AND MEMBERSHIPS

The study programs at UNYP are recognized and/or accredited by European and American accrediting bodies or other institutions. All of the programs offered at UNYP are recognized by one or more of the following organizations:

- The Czech Ministry of Education, Youth and Sports
- The Czech National Accreditation Bureau for Higher Education
- The Middle States Association of Colleges and Schools (ESC/SUNY Programs)
- International Assembly for Collegiate Business Education (IACBE)
- The British Accreditation Council (BAC)
- The Czech Association of MBA Schools (CAMBAS)
- The Association of Chartered Certified Accountants (ACCA)


The accreditation of higher education degrees is a quality assurance process conducted by government bodies and membership associations, and guarantees the quality of the education provided by the institution.

UNYP is a member of

- CEEMAN (the largest association of business education providers in Central and Eastern Europe).
- EFMD and EFMD Global Network (EFMD is a global organisation dedicated to management development).

Membership in these prestigious accreditation bodies allows UNYP to follow the latest developments and best practices to continuously improve our study programs.



A photograph showing the lower half of several people walking in what appears to be an airport or travel hub. They are wearing jeans and carrying rolling suitcases. The image is slightly blurred, suggesting motion. A dark blue rectangular box is overlaid on the right side of the image, containing white text.

By partnering with more than 85 different universities in over a dozen countries in Europe, the Americas, and Asia, UNYP gives its students the opportunity to incorporate a semester abroad into their degree studies so they can, in the words of UNYP's mission statement, "explore, learn, question, create, and thrive as productive members of the international community."

EXCHANGE PARTNER UNIVERSITIES

EUROPE

ALBANIA

- University of New York in Tirana

FRANCE

- ESCE International Business School
- Groupe EDH
 - EFAP
 - ICART
 - EFJ
- Groupe ESG
- Télécom Ecole de Management

GERMANY

- International School of Management
- Macromedia University of Applied Sciences

GREECE

- New York College in Athens
- New York College in Thessaloniki

NETHERLANDS

- Fontys Academy for Creative Industries
- Fontys University of Applied Science

UNITED KINGDOM

- Richmond, The American International University in London (UK)

NORTH AMERICA

CANADA

- College of New Caledonia
- University of Regina

MEXICO

- Universidad de Monterrey

USA

- Bridgewater State University
- California State University Channel Islands
- The Catholic University of America
- College of the Canyons
- Colorado State University - Pueblo
- LIM College
- Lincoln University
- Manhattan College
- New Jersey City University
- New Mexico State University
- Nichols College
- Northern Arizona University
- Oklahoma City University
- Siena College
- Suffolk University
- Tarleton State University
- Texas Tech University, Rawls College of Business Administration
- Texas State University
- Towson University
- University of Mary Washington
- University of Massachusetts Lowell
- University of the Virgin Islands

SOUTH AMERICA

ARGENTINA

- Universidad Austral
- Universidad de San Andrés
- Instituto Tecnológico de Buenos Aires

ECUADOR

- Universidad de las Americas (UDLA)

PERU

- Universidad ESAN

ASIA

CHINA

- Chang Gung University
- Hang Seng University of Hong Kong
- Jiaxing University
- Zhejiang Sci-Tech University

GEORGIA

- Business and Technology University (BTU)

IRAQ

- American University in Iraq - Baghdad

JAPAN

- Aoyama Gakuin University

MALAYSIA

- Taylor's University

REPUBLIC OF KOREA

- Kyonggi University
- Sookmyung Women's University
- SolBridge International School of Business
- Woosong University

PHILIPPINES

- Ateneo de Manila

THAILAND

- Bangkok University International College

TURKEY

- İzmir University of Economics

UZBEKISTAN

- Westminster International University in Tashkent

VIETNAM

- Hoa Sen University

UNYP students can also visit other European universities via the Erasmus+ programme that allows them to take advantage of the financial support that the European Union provides.

STUDY ABROAD PROGRAM

This program is especially designed for students who wish to incorporate a semester, a summer, or a year of study at UNYP into their degree studies at another university, and who are looking for a simple and affordable all-in-one package of coursework, housing, and advising support.

International education is more important than ever for high-achieving students with ambitious career aspirations, and studying abroad with UNYP for a semester or a year can:

- Further your academic studies
- Broaden your horizons
- Strengthen your intercultural skills
- Expand your network of friends and colleagues to encompass the globe



James O'Leary
UMass Amherst, USA

"I chose Prague because it offers a unique study abroad experience compared to what most Americans get. Prague is located in the center of Europe, which is great because you also have easy access to the rest of Europe. Prague is fairly inexpensive, which is good for someone on a student budget. I chose to study at UNYP because of its great community feeling. You get to build relationships with not only your peers from all over the world, but also with your professors who get to know your name, and you can work with them one-on-one."





EXPERIENCE STUDENT LIFE



UNYP Café



Library



PULSE lectures

We strive to make the UNYP study experience an exceptional one. Students get full support from the entire UNYP staff before, during and after their studies. Here are some examples:

- A comprehensive reference library open 7 days a week. Students also have access to vast resources through UNYP's subscription to major electronic libraries and databases
- Three hi-tech computer labs, with access to online educational databases, and a free wifi throughout the premises for students
- Air-conditioned smart classrooms with the latest technologies to make learning a unique experience
- International office (for help with visas, health insurance and accommodation)
- Pulse Lectures – free, open lectures by prestigious guest speakers promoting the interdisciplinary exchange of ideas among scholars, students and the wider public
- MUNYP (Model United Nations at UNYP)
- TEDxUNYP
- An active Alumni Office for graduates, sustaining lifelong friendships and networking

Student Council which organizes a variety of student activities and clubs

- Creativity Club (music, photography, painting)
- Fitness Club
- Debating Society
- Psychology Club
- UNYP TV (vlogs, event reports, interviews)
- Poetry Club
- Podcast Club
- TEDxUNYP Club





UNYP provides all its students with free access to a variety of fitness facilities including a swimming pool.

UNYP is home to the UNYP Blazers. We represent our university by participating in many sporting activities, primarily in football, floorball and basketball.

SPORTS





A huge part of the university experience is student accommodation. UNYP provides students with several options from our very own UNYP Belgicka Residences to other, partner residences in the neighborhood and surrounding area. All student residences are surrounded by cafés, restaurants, public transportation, and much more. Students will also be able to choose between locations and single and double rooms based on availability. So booking early is a great way to have more options available.

ACCOMMODATION

LIVING IN THE GOLDEN CITY



Belgicka Residence



Prague Residentia



Student House Botic



Anniversary Gala



Orientation Barbecue



CFA Research Challenge



Graduation

BACHELOR'S PROGRAMS

AMERICAN BACHELOR PROGRAMS

- Business Administration
- Child Development
- Communication & Media
 - Public Relations
 - Media Marketing
 - Multimedia Journalism
- Digital Media Arts
- English Language & Literature
- International Relations
 - Diplomacy and International Law
 - Conflict and Security Studies
 - Global Governance
- Information Technology
- Political Science
- Psychology

EUROPEAN BACHELOR PROGRAMS

- Business Administration
- Finance
- Human Resources
- Marketing
- Sports Management
- Behavioral Economics
- Data Analytics
- Entrepreneurship

STATE UNIVERSITY OF NEW YORK

Empire State College is part of the State University of New York system (the largest public university system in the US). Empire State College's dynamic international programs offer students around the world the opportunity to earn an American bachelor's degree in many diverse fields and is accredited in the U.S. by the Middle States Association of Colleges and Schools, Commission on Higher Education. A major benefit of this partnership is that students get the opportunity to achieve both an American and a Czech bachelor's degree while living and studying in Prague through the 20 year partnership with UNYP.



SUNY / ESC is committed to:

- Critical reflective inquiry that encourages active engagement in the local and global community
- Promoting social justice and a sustainable world through responsiveness to human and social circumstances
- Ensuring a healthy democracy that recognizes and respects diversity in all its forms
- Supporting the individual goals of our students in a collaborative mentoring environment
- Developing, implementing and assessing new approaches to learning that recognize and adapt to the diverse needs of our learners
- Fostering respectful, creative and vibrant learning environments for students, faculty and staff
- Supporting the scholarly, creative and professional goals of the college community
- Expanding access to affordable, high-quality educational opportunities through partnerships with employers, unions, government agencies, the armed forces, community organizations and other educational institutions



Dual Degree

Students admitted to the American bachelor's degree with a focus in Business Administration, Communication & Media, International Relations, or Psychology can pursue the dual degree option. Students meeting all the requirements of both degrees can choose to be awarded both the American degree from the State University of New York, Empire State College and the European bachelor's degree (bakalář, Bc.) awarded by UNYP after passing the Czech state exam.

STUDENT TESTIMONIALS



Matouš Janda, Czech Republic

Small classes (an average of only 18 students), an individual approach and opportunities for practical experience at various companies and institutions really make UNYP special. I just finished a six-month internship at the US Embassy, which made my Prague experience all the more interesting.



Nicole Severin, Czech Republic

I was delighted that I could study for an American degree while staying in the Czech Republic. Studying in a school with students from over 65 different nationalities allows for an amazing cultural mix, and we all learn a lot about other cultures during interactions in and out of class. My best friend is from the Seychelles, and my professors are from the States, Ireland and Britain.



Paulína Vráblová, Slovak Republic

I decided to study at UNYP based on a friend's recommendation, and I am very happy here. I like the teaching experience – small groups and an interactive teaching style with plenty of discussions between students. The professors have a lot of practical experience as they have worked in their fields for many years, and now share their know-how and experience with us in class. UNYP's cultural diversity is great, and I have friends from all over the world. Under the UNYP international program, we can spend a semester abroad studying with one of their accredited partners' universities – another great benefit. I am a happy UNYPer!



Sara Crutcher, USA

When choosing a city in which to study abroad, there were many options, but one was a clear cut above the rest – Prague. Not only would I get a chance to immerse myself in one of the richest cultures in Europe, but I would be provided with an opportunity to continue my classes at a top-notch school, the University of New York in Prague. If anyone is considering an exchange program, without question, I recommend making your way to the Czech Republic.



BUSINESS ADMINISTRATION

ABOUT THE PROGRAM

The primary aim of the four-year Bachelor's Degree in Business Administration is to enable students to advance their careers 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. 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. Students will receive a well-rounded, in-depth core education in international business (marketing, management, finance, accounting, economics, and law);
2. Students 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;
3. Students will become proficient in using software applications and information technology for research.

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 National Accreditation Bureau for Higher 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:

- Corporate Finance
- Financial Accounting
- International Business
- Managerial Accounting
- Microeconomics
- Macroeconomics
- Operations Management
- Principles of Management
- Principles of Marketing
- Statistics

Elective courses include:

- Advertising Strategies
- Behavioral Economics
- Consumer Behavior
- Entrepreneurship Essentials
- Sales and Sales Management
- Workforce Motivation



SUCCESS STORY

PETR RIEGER

CLASS OF 2014

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.”

A photograph of a diverse group of students sitting in a lecture hall, looking towards the front. The students are of various ages and ethnicities, and are dressed in casual to semi-formal attire. The background is slightly blurred, focusing attention on the students in the foreground.

EUROPEAN BACHELOR'S DEGREE IN BUSINESS ADMINISTRATION

ABOUT THE PROGRAM

The European Bachelor's Degree in Business Administration (BBA) program enables students to gain a broad overview of business management topics, opening up a wide range of career paths.

Our approach places a great deal of emphasis on the pan-European and global aspects of commerce, which are particularly critical in today's business environment.

The three-year European BBA leads to the award of an EU accredited degree.

The European BBA is professionally accredited by the International Assembly for Business Education (IACBE) which provides quality assurance using the American standards for business education as a benchmark. This degree is also fully accredited by the National Accreditation Bureau for Higher Education. Our BBA graduates have a wide range of options open to them; some have gone on to study at universities such as Oxford, Cambridge or LSE in England, and Stanford or Columbia in America, while others are working for international organizations such as General Motors, Coca-Cola, KPMG and the European Parliament. The program serves as a strong grounding for those who wish to pursue careers in the public and private sector, civil society or academia.

CONCENTRATIONS

Within this program, students may choose to concentrate on one of the following particular fields of Business Administration:

1 FINANCE

Students who know they are interested in a career in Finance will greatly benefit from doing the BBA with a Finance concentration. They will learn the broad scope of business with additional finance specifics. Moreover, students interested in finance may find it useful that some courses in their curriculum are recognized by the ACCA, which makes students eligible for exemptions covering ACCA training in selected areas. This is a great way to boost a career in the accounting and finance fields.

Courses include:

- Risk Management
- Special Topics in Finance
- Taxation
- Hedge Funds & Private Equity
- International Money & Banking
- Behavioral Economics
- Financial Analysis

2 MARKETING

Many business studies students are excited about marketing. It is the best of both worlds, where creativity meets analytics to deliver bottom-line impactful decision making. At UNYP you can get your BBA while concentrating on a range of marketing courses that will prepare you for a career across industries in marketing and advertising.

Courses include:

- Public Relations Principles
- Consumer Behavior
- Social Media Marketing
- Introduction to Advertising
- International Marketing Strategies
- Advanced Marketing

3 SPORTS MANAGEMENT

Many students are avid sports fans or athletes and are looking for the perfect way to balance their future studies and their passion for sports: UNYP offers these students the BBA with a concentration in Sports Management. This concentration is a great way to study business with the skills that can help build a career on the business side of the sports industry. Students will learn management skills specific to sports through a variety of electives and crown their education with a thesis in this field.

Courses include:

- Sports Marketing and Sponsorships
- Sports Psychology
- Sports Law
- Sports Coaching
- Facility and Logistics Management
- Event Management
- Sports Management

4 HUMAN RESOURCES

Students that complete the BBA with a concentration in Human Resources will benefit from the well-rounded business knowledge of the BBA coupled with the additional specific knowledge of the HR field. To achieve this concentration, students will be expected to take electives from a given pool of HR-related subjects and complete their thesis in the HR concentration area.

Courses include:

- Digital HR
- General Psychology
- Interpersonal Communication
- Motivation and Emotion
- Personnel and Work Psychology
- Workforce Motivation

5 BEHAVIORAL ECONOMICS

This concentration in Behavioral Economics, a field that draws from Economics and Psychology, prepares students for their professional careers by offering several specialized courses in the last two semesters (the last year) of their study at UNYP. This course is a perfect fit for students who are particularly interested in understanding the ways that humans make decisions, the psychology behind decision-making, and how this affects consumer behavior and consumption.

Courses include:

- Behavioral Economics
- General Psychology
- Personnel and Work Psychology
- Social Psychology
- Evolutionary Psychology
- Introduction to Neuroscience

6 DATA ANALYTICS

This concentration in Data Analytics prepares students for their professional careers by offering several specialized courses in the last two semesters (the last year) of their study at UNYP. It will suit all students with quantitative and analytical skills who plan to specialize in data and the key business decisions that can be derived from it. The specialized courses cover all aspects of data analytics, from obtaining and processing data to interpretation, presentation, and business decision-making.

Courses include:

- Machine Learning Fundamentals
- Econometrics
- Introduction to Python
- Discrete Mathematics
- Data Visualization
- Business Intelligence

7 ENTREPRENEURSHIP

This concentration in Entrepreneurship prepares students for their professional careers by offering several specialized courses in the last two semesters (the last year) of their study at UNYP. It is designed for students who have their own business plans, an ambition to start their own venture, and a keen interest in learning what it takes to make big ideas happen.

Courses include:

- Entrepreneurship Essentials
- Startup Internship
- Business Strategy
- E-Commerce and Marketing
- Technologies
- Business Development Competition
- Startup Finance



SUCCESS STORY

PEPA JUHA

CLASS OF 2022

What I enjoyed most about this program is that the students got direct involvement and experience with real-life scenarios. For example, in the Sport Marketing course, our assignment was to reach out to real, existing clubs and help them create a partnership proposal, which they would eventually use during negotiations with potential partners and sponsors. During my studies I was able to learn from guest speakers from the Czech Floorball Federation, Sport Invest, Česká Spořitelna, Coca Cola, Prague Lions American Football and many more. I even had the opportunity to spend a couple of months as an intern for the Czech Olympic Committee. As an active athlete, I feel that UNYP's Business Administration course with a concentration in Sports Management has prepared me well for my life after sport.



UNIVERSITY
OF NEW YORK
IN PRAGUE



CZECH
TEAM

EDUCATIONAL SUPPLIER
OF THE CZECH OLYMPIC TEAM
2022 - 2026



CHOOSE THE BUSINESS ADMINISTRATION DEGREE THAT IS RIGHT FOR YOU!

The University of New York in Prague offers American and European bachelor's degrees in Business Administration, with the unique opportunity to receive dual degrees from the State University of New York, Empire State College, and a Czech-accredited UNYP degree (bakalář, Bc.). All UNYP programs are taught entirely in English.

Whether you study for a European, American or dual degree, all UNYP bachelor's business degree programs offer:

- complementary coursework that strengthens, enhances, and expands your core business learning
- an enhanced ability to think theoretically and analytically about contemporary issues in the global economy
- advanced oral and written communication skills in English
- proficiency in using software applications and information technology for research
- the ability to work collaboratively in teams and in a multicultural setting



ENGLISH LANGUAGE & LITERATURE

ABOUT THE PROGRAM

Literature is one of the primary creative acts of humankind, and the study of literature not only exercises our skills of interpretation and critical thinking, but also gives us access to the history and ideas that have shaped our world.

Study with UNYP's talented, international instructors in Prague, a country whose literary history spans languages, genres, and centuries, and whose literary heritage includes figures such as Karel Čapek, Franz Kafka, Milan Kundera and Bohumil Hrabal.



REASONS TO STUDY ENGLISH LANGUAGE AND LITERATURE AT UNYP:

1. You will develop your critical thinking and interpretive skills, research skills, and the information literacy you will need to enable yourself to find work in a broad range of fields, or to pursue further postgraduate studies.
2. You will develop your abilities to interpret written communication, create analytical and interpretive arguments, and to express yourself in complex, polished English prose.
3. You will be introduced to the history of literature in English and the discipline of literary criticism and interpretation.

CAREER VALUE

Among many possible choices, successful graduates interested in further study may progress to graduate degree programs in:

- Literature
- Professional Communication
- Culture Studies
- Media and Communication Studies
- Education

Graduates who enter the job market with a Bachelor's Degree in English Language and Literature may find employment in a wide range of professions, especially those emphasizing research skills, analytical and interpretive skills and communication, whether oral or written.

DEGREES

This degree is awarded by the State University of New York, Empire State College.

COURSES

A few examples of courses required in the major:

- English Composition 1
- English Composition 2
- College Algebra
- Computers and Applications
- Reason and Argument
- Analysis and Interpretation of Literature
- Other World Literatures in English
- Shakespeare: Power and Justice
- Major 19th-Century British and American Writers
- 20th-Century British and American Novel
- British and American Poetry of the 20th Century
- World Literature in Translation
- English Grammar and Linguistics
- Communication Theories
- Sociolinguistics
- Rhetorical Dimensions of Race, Class, and Gender
- Teaching English as a Foreign Language





ABOUT THE PROGRAM

Psychology is one of the most popular majors worldwide. As one of the most fascinating and dynamic fields of science, it also provides a springboard for a wide range of graduate study opportunities and exciting career choices.

The UNYP Bachelor's Degree in Psychology runs over a four-year period, and aims to provide students with a solid foundation in science as well as practical experience in all the major fields of study. Basic courses include instruction in theory and psychological thought, critical thinking and analysis. More specialized courses address therapy and the treatment of mental illness, cultural and family issues, and psychology in the workplace. Studies focus on two possible post-degree career choices: continuing on to graduate studies or direct entry into the workforce.

PSYCHOLOGY

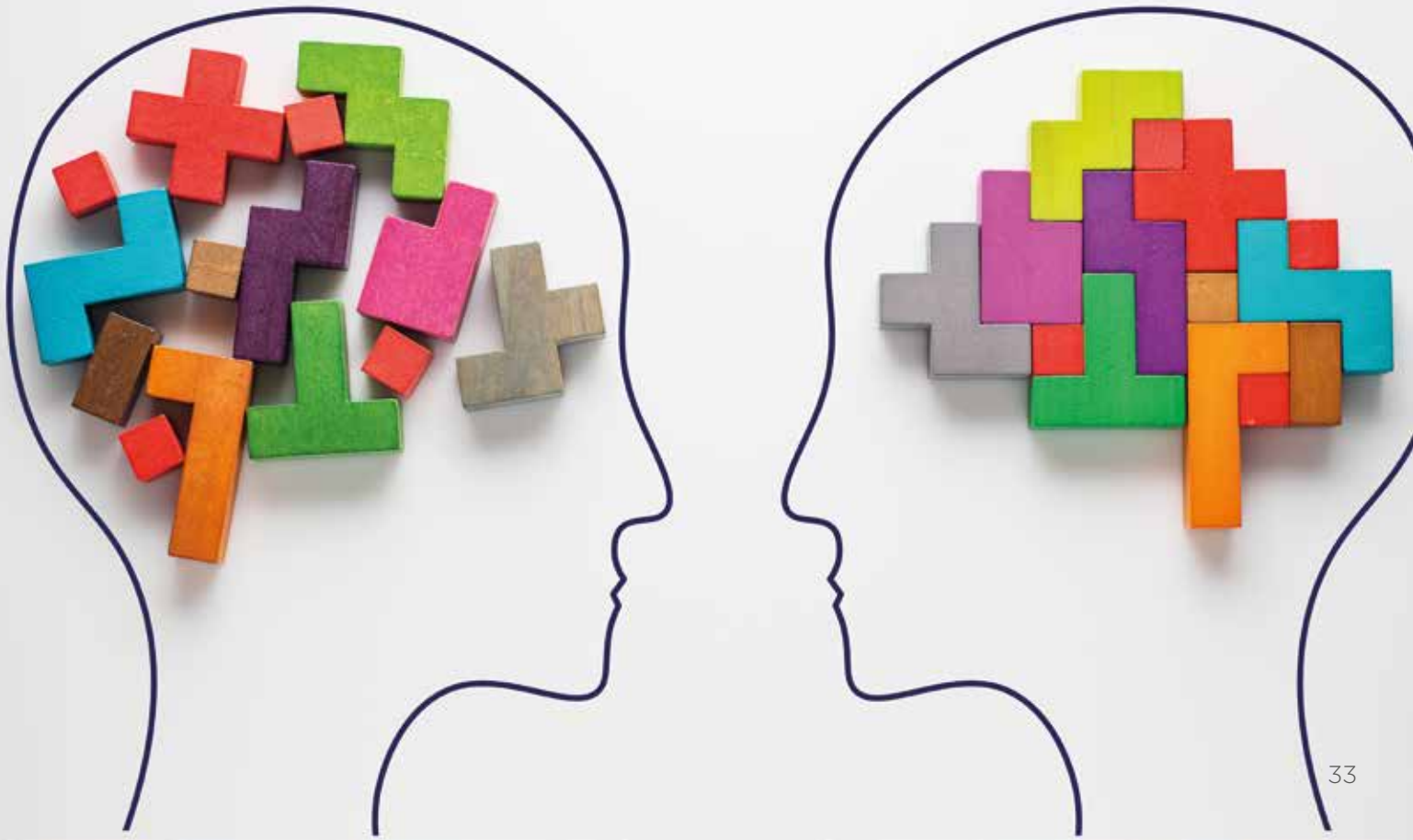
REASONS TO STUDY PSYCHOLOGY AT UNYP

1. Thorough preparation for global careers in psychology and many other exciting fields
2. Growing research hub with the Center for Advanced Behavioral Research, our own peer-reviewed psychology research journal, Psychological Science Observer, and our annual international research conference
3. Excellent record of acceptance at top universities around the world

CAREER VALUE

The UNYP psychology program offers a wide range of career options. Our graduates have gone on to work as counselors, academic researchers, representatives at NGOs and charities such as UNICEF and EU diversity programs, and as training consultants and managers in the private sector at top international companies such as DHL, Oracle, Skoda and Amazon.

Roughly 80% of UNYP psychology degree recipients have gone on to complete graduate degrees at universities in the Czech Republic and abroad. Our graduates have been accepted to global universities such as University College London, Oxford, Cambridge, Yale and the New School of Social Research in New York, and have continued their studies locally at Charles University, Masaryk University and Palacky University.



COURSES

Core courses include:

- General Psychology
- Psychology of Infancy and Childhood
- Psychology of Adolescence and Adulthood
- Psychology of Adjustment
- Social Psychology
- Biological Psychology
- Cognition
- Health Psychology
- History and Systems of Psychology
- Educational Psychology
- Ethical Issues in Psychology
- Comparative Psychology

Elective courses include:

- Psychology of Art
- Music and the Mind
- Motivation and Emotion
- Sports Psychology



SUCCESS STORY

ELIŠKA NEMČKOVÁ

CLASS OF 2015

Eliška Nemčková graduated from UNYP with a Bachelor's Degree in Psychology. She has worked for more than ten years managing volunteers in a Slovak orphanage, and for UNICEF. She currently works for a psychotherapeutic and psychosomatic clinic in Prague.

"Study at UNYP undoubtedly improved my presentation skills, which are crucial for my position as a UNICEF Junior Ambassador for school programs. The professional and experienced lecturers at UNYP have taught me to easily apply theories learned in psychology classes to real-life situations. Additionally, thanks to UNYP's cultural diversity among students, I have developed lasting friendships with people from all over the world."

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 increased opportunities to work all over the world.



CHILD DEVELOPMENT

ABOUT THE PROGRAM

The Bachelor's program in Child Development at the University of New York in Prague is designed for students who wish to study children (infancy through adolescence) and their development in relation to the familial, cultural, peer, school, and neighborhood contexts in which they live.

The program is designed to provide a strong background in the social and behavioral sciences related to child development, enabling students to apply theory and prior research to current research design in and careers related to child development.

REASONS TO STUDY CHILD DEVELOPMENT AT UNYP

1. The program offers a solid theoretical foundation and essential knowledge in the field of Child Development.
2. Courses are related to topics such as cultural anthropology, developmental psychology, cognitive psychology, social psychology, educational psychology, arts education and multiculturalism.
3. The program provides excellent preparation for graduate study in selected social science and professional fields.
4. The program can serve as a complementary program for undergraduate students simultaneously pursuing study in the field of education (early childhood, elementary) or special education.
5. The curriculum is designed to ensure that students develop a background in the liberal arts and sciences, as well as a clear understanding of the theories, major research findings and research methods central to the field.

CAREER VALUE

The UNYP Child Development program offers a wide range of career options. Our graduates will gain the knowledge and skills that will serve as a solid foundation for working as child psychologists, school counselors, educators, educational leaders, researchers, childcare consultants, developers of child and family centers, community organizers and creators of learning centers. The graduate will be fully equipped to pursue further training in the careers noted above, in addition to graduate degrees in child development or related fields at universities in the Czech Republic, Europe, Canada, the United States and beyond.

DEGREE

This degree is awarded by the State University of New York, Empire State College.



COURSES

Core courses include:

- History and Systems of Psychology
- Introduction to Human Development
- Psychology of Infancy and Childhood
- Psychology of Adolescence and Adulthood
- Development and Meaning of Play
- Child Abuse and Neglect
- Multicultural Study of Children and Families
- Research Perspectives on Human Development

Elective courses include:

- Attachment and Family Systems
- Children and the Arts
- Music & the Mind
- Motivation & Emotion
- Comparative Psychology
- Positive Psychology
- Sports Psychology
- Health Psychology
- Investigative Psychology



INFORMATION TECHNOLOGY

REASONS TO STUDY IT AT UNYP

1. In the 21st century, IT has become a very diverse industry and plays a major role in how businesses and enterprises stay competitive in today's society. Courses in business, psychology, communications and IT will assist with developing better insight into how various departments within an organization are seamlessly integrated to provide corporations with the competitive edge needed to be successful in tomorrow's digital age.
2. Understand IT architectures and the issues, concerns and strategies related to their deployment.
3. Gain knowledge of the various processes involved in software, hardware, programming and data management to ensure that technology is in alignment with the organization's vision and goals.
4. Learn how to prepare, present, and successfully support IT projects to completion.
5. Elective courses that 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.
6. Establishing options for a career in IT management. The future is yours to decide - whether it's web design, technical writing, software development or IT consulting.

ABOUT THE PROGRAM

The primary aim of the UNYP four-year Bachelor's Degree in IT is to blend a solid understanding of technology with business management skills. This program will prepare students for entry-level professional positions in the field of Information Technology in a global environment, within both the private and public sectors. This degree is awarded by the Empire State College of the State University of New York. Our approach places a great deal of emphasis on the international aspects of commerce, which we believe to be particularly critical in today's business environment.

CAREER VALUE

The theoretical and practical knowledge acquired in this program will open up a wide range of options in terms of industries and professional areas, as well as geographical locations. The program also serves as a strong preparation for careers in the civil and public sector, and academia, including IT management, project management, system analysis, junior software development and IT consulting.

DEGREES

This degree is awarded by the State University of New York, Empire State College.

COURSES

Core courses include:

- Cyber Crime & Computer Forensics
- Database Systems
- E-commerce and Marketing Technologies
- Human & Computer Interaction
- Information Security Implementation & Processing
- Management Information Systems
- Network Administration
- Python Programming
- Social Professional & Ethical Issues in Computing
- Systems Administration
- Web Systems Development



POLITICAL SCIENCE

ABOUT THE PROGRAM

The School of International Relations at UNYP in cooperation with SUNY Empire State College has designed a modern program that includes the study of political institutions, applied economics, international integration, public policy, and social movements. The aim of the program is to prepare students to critically understand the complexity of 21st-century politics and government and to look for ways of improving our societies.

The Bachelor's Degree in Political Science program at the University of New York in Prague analyses the complexity of the societies in which we are living and provides students with the tools and skills they need to understand our societies. The program blends the European and American traditions in Political Science to present a program that looks at current developments, combining a solid theoretical understanding with a practical view of the main challenges faced by our societies.

REASONS TO STUDY POLITICAL SCIENCE AT UNYP

1. Our graduates have a good foundation for initiating a professional career in their fields or continuing their education with an additional master's degree.
2. Our style of teaching is interactive, and our students are challenged to actively participate and contribute to the educational activity of the group with their life experiences and their own perspectives.
3. Our instructors are very diverse in their origin and have degrees from prestigious universities in the EU and America.
4. Career opportunities for Political Science graduates include politics and government, civil service and public administration, intelligence and security, policy analysis, public affairs consultancy, governmental relations, academia and education, diplomacy, NGOs, and PR.



COURSES

Core courses include:

- Introduction to Political Science
- History of International Systems
- Modern Political Theory
- Power and inequality
- Microeconomics
- Macroeconomics
- International Political Economy
- Public Finance and Budgeting
- Public Sector and Public Policy
- Legal and Ethical Foundations of Public Service
- European Integration
- External Political Relations of the EU
- International Conflict and Security
- Terrorism
- The American Political System: An Introduction
- The US Constitution: A Survey
- The American Political System: Advanced
- The American Presidency
- Comparative Political Systems
- The Civil Rights Movement
- Environmental Crisis and Global Sustainability
- Political Communication
- Statistics
- Research Methods in Political Science

Elective courses include:

- Democracy and Democratization
- International Relations
- International Business and Economics
- European Integration
- Media and Communication Studies

CAREER VALUE

Graduates of this program possess an extraordinary capacity to analyze and understand complex political and social processes and phenomena in the contemporary world. Those skills have an exceptional value for professional positions that require critical thinking and analytical competences, in both private and public sectors. The program also provides an

adequate foundation to pursue Master's level studies in fields such as public administration, international relations and diplomacy, democratization and cooperation, security studies, and regional studies.

DEGREES

This degree is awarded by the State University of New York, Empire State College.





ABOUT THE PROGRAM

The 21st century world is governed by regional and global geopolitical issues. Diplomacy, economic relations, transnational interchanges, cultural and social interactions have impacted the way in which traditional nation-states engage. Our societies are open to a globalized world in which those who understand the complex interdependence in which we live have the advantage to succeed.

For these reasons, the School of International Relations at UNYP offers a modern curriculum that understands the new dynamics of global politics. Our program focuses on providing students with a strong foundation in international relations theory and diplomacy to understand and be ready to succeed in accepting the challenges of the latest developments in our globalizing environment. The goal of this program is to prepare students to think theoretically and analytically about today's world, while using modern technology and ethical thinking to be prepared to solve problems in a multicultural environment, and to make a difference.

INTERNATIONAL RELATIONS

REASONS TO STUDY INTERNATIONAL RELATIONS AT UNYP

1. Students will gain a solid theoretical foundation in international relations, understanding the difference between traditional interstate relations and the complex interdependent world in which we live.
2. Students will develop the ability to think theoretically and analytically about contemporary issues in international affairs, acquiring the capacity to conduct sophisticated research.
3. Students will decide their area of specialization in international affairs thanks to a wide range of electives, getting ready to make your mark on the world and transform it.

COURSES

Core courses include:

- Theories of International Politics
- European Integration
- International Organizations
- International Political Economy
- International Conflict and Security
- International Law

Elective courses include:

- Critical Theories
- International Trade and Finance
- United Nations in World Politics
- Democracy and Democratization
- Human Rights and Humanitarian Law
- Modern Diplomacy



CONCENTRATIONS

Within this program, students may choose to follow the general track or to concentrate on one of the following three fields of International Relations

1 DIPLOMACY AND INTERNATIONAL LAW

Students who have an interest in diplomacy and international law can pursue this concentration. They will take courses that focus in the practice of diplomacy and the study of the impact of law in international affairs. This concentration is particularly recommended for those that aspire to have a career as a diplomat or be involved in the defense of human rights and international law.

Courses in the concentration include:

- Democracy and Democratization
- European Law
- Foreign Policy Analysis
- War, Peace and Violence in IR
- Issue Management & Crisis Communication
- Special Topics in International Relations (Diplomacy and International Law)

2 CONFLICT AND SECURITY STUDIES

This concentration is recommended for those students that have an interest in conflict resolution and the study of security affairs. The focus of this concentration is the study of the policies and strategies for assessing, managing, containing international risks and eliminating threats to security and peace. This concentration is suited for those students that would like to pursue a career in intelligence, security or risk assessment.

Courses in the concentration include:

- Cybersecurity and New Forms of Warfare
- Human Security
- Terrorism and Counter-terrorism
- The United Nations in World Politics
- War, Peace and Violence in IR
- Special Topics in IR (Conf. & Security Studies)

3 GLOBAL GOVERNANCE

In this concentration courses are focused on the study of the changing conditions of contemporary international affairs, analyzing the transformations that have increased the importance of international institutions and regimes. The challenges and opportunities of a globalized world are the main object of interest of a concentration that is recommended for those students who are interested in having a career in international organizations or in the non-governmental sector.

Courses in the concentration include:

- Regional Studies (Africa, Asia, Latin-American)
- Environmental Crisis and Global Sustainability
- Religion in World Affairs
- The Emerging World
- United Nations in World Politics
- Special Topics in IR (Global Governance)

CAREER VALUE

UNYP graduates are highly successful at securing professional positions in both the state sector (international organizations, government and non-governmental organizations) and the international business world (managerial positions in corporations with a strong international orientation). Moreover, many are pursuing graduate degrees in prestigious European and American Universities. Alumni feedback indicates a high degree of satisfaction with the program, and students repeatedly indicate that the emphasis on oral and written communication skills, and on critical analysis training, have been instrumental in finding and retaining employment.

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.



SUCCESS STORY

JURAJ ANTAL

CLASS OF 2008

Juraj's course of study included a semester at Georgetown University in the spring of 2007. He did several internships at the Czech Ministry of Foreign Affairs and the Konrad Adenauer Foundation, and briefly worked on projects with the Boston Consulting Group.

After graduating from UNYP, Juraj continued his Master's in International Political Economy at Warwick University, England. In September 2009, he joined the Brussels-based public affairs company cabinet DN, and during that time became active in student politics. In July 2011 he was elected chairman of the European Democrat Students – the largest political student organization in Europe. The EDS is an umbrella organization of 36 national members representing 1.6 million students inside and outside the borders of the EU. Juraj headed this organization for two years and lobbied for students' issues at various levels of policy-making. Juraj is now back in Slovakia, where he heads a private business and is active in the analysis of international affairs and local Slovak politics. He frequently returns to Prague to catch up with his former classmates and professors at UNYP.

COMMUNICATION & MEDIA



ABOUT THE PROGRAM

We now spend over 11 hours per day using communications media. That is more time than we work, sleep, or do anything else. The rest of the time, when not sleeping, we also spend communicating in other ways. Entire industries have formed in recent years to create, spread, regulate, and enrich this communication.

The Bachelor's Degree in Communication and Media at UNYP aims to meet the urgent need for communication professionals who understand the powerful role of communication in today's world, and can make it work for the betterment of society.

5 REASONS TO STUDY COMMUNICATION AT UNYP

1. Critically analyze and **understand the effects of media and communication** on society
2. Learn to effectively **persuade and influence** interpersonally, in small groups, and publicly
3. Acquire expert ability to **communicate strategically** to diverse, complex audiences
4. Gain the aptitude to **improve communication in organizations** and groups
5. Develop **practical skills for immediate employment** in a communication field

CONCENTRATIONS

Within this program, students may choose to follow the general track or to concentrate on one of the following three fields of Communication and media

1 PUBLIC RELATIONS

The public relations concentration aims to provide students with the exceptional communication and promotional abilities needed to manage clients' reputations and influence media opinion.

Courses include:

- Principles of Public Relations
- Media Relations
- Event Management

2 MEDIA MARKETING

The Marketing concentration prepares students for careers in the fast-paced, creative world of advertising, developing, and selling products to audiences, from niche to mass.

Courses include:

- Introduction to Advertising
- International Marketing Strategies
- Social Media Marketing

3 MULTIMEDIA JOURNALISM

The multimedia journalism concentration sets the stage for a career in the continuously evolving media content industry. Students become skilled in creating content for a variety of channels, including newspapers, magazines, audio, and video.

Courses include:

- Feature Writing & Magazine Journalism
- Travel Writing
- Podcasting and Audio Journalism





Visit to Czech Television

CAREER VALUE

The emergence of new communication technologies, platforms, and industries all over the world has made it critical for companies to find skilled professionals to work in these areas. Obtaining a Communications degree is not only valued by organizations and corporations of all types and sizes, but is also highly adaptable, and can be applied to a variety of different career paths – not just media companies! Our alumni can be found in graduate programs in Australia, the United States, Canada, throughout the EU, Asia, and beyond. Those who opted to pursue a professional career can be found working in companies such as Socialbakers, Havas Worldwide, Unilever, SAP, Groupon, Nestle, and many, many more – literally all over the world!

JOBS IN THE COMMUNICATION AND MEDIA INDUSTRIES

Endless Opportunities

- Advertising
- Public relations
- Marketing
- Human resources
- Event management
- Corporate communications
- Media planning
- Copy editing
- Journalism
- Political Campaign Communications

DEGREES

The program is a unique dual degree study format, which means you fulfill the requirements for two university degrees simultaneously. One is awarded by the State University of New York, Empire State College, accredited by Middle States in the USA. The second is from the University of New York in Prague, accredited by the Czech Ministry of Education. The possibility to earn two distinct academic titles, one from the USA and one from the EU, is a rare and valuable opportunity, and opens a world of possibilities with its international recognition.

COURSES

Core courses include:

- Media and Society
- Public Relations Principles
- Communication Technologies
- Intercultural Communication
- Media Law and Ethics
- Global Communication
- News Reportings

Elective courses include:

- Advertising Strategies
- Visual Culture
- Marketing
- Mediation and Conflict Management
- Social Psychology
- Sociolinguistics
- Surveillance and Society



SUCCESS STORY

ROBIN NGUYEN
CLASS OF 2017

Robin Nguyen graduated from UNYP with a bachelor's degree in Communication and Mass Media in 2017. He gained his all-rounded marketing skills from local advertising agencies and spent one year opening a business with his fellow alumni. In 2021 he returned to UNYP as a Senior Marketing Coordinator where he utilized his extensive knowledge of UNYP and its students. Today, after his appearance in the TV show "Masterchef Česko", he follows his passion in the field of gastronomy, where he manages events for Foodway Catering, a prominent catering company in Prague.

"UNYP continues to play a vital role in my life. Not only did I receive a foundation for the start of my career in advertising, but it was also a place where I could explore multichannel marketing as UNYP is very involved across many channels and partnership marketing. If I can only name a single, most impactful skill, that I took from UNYP, then I would have to name the progressive, critical thinking mindset, which is characteristic of most UNYP students. With this approach, I was not afraid to attack any challenge with enthusiasm and a healthy amount of confidence. I could put this to use when I was opening a new business or when I went on TV to compete in a reality show."

DIGITAL MEDIA ARTS



ABOUT THE PROGRAM

The Bachelor's Degree in Digital Media Arts at the University of New York in Prague combines media and communication theory, critical thinking, and innovative technical approaches in order to develop graduates with creative skillsets for today's technologically-focused and integrated economies.

The multidisciplinary program integrates traditional areas of Communication and Media study (including media effects, culture, political economy, linguistics, and psychology) with digital media creativity and creation in the areas of video, web, and mobile applications.

The combination of various elements and phenomena that contribute to our global digital society result in a unique and competitive skill set which prepares graduates for the challenges of the future.

REASONS TO STUDY DMA AT UNYP

1. Become highly competent in understanding the effects of new media on society and individuals.
2. Gain a solid base in the theory and practical skills required for professional careers in the digital media industries.
3. Learn the critical thinking, creative, analytical, and technical skills necessary to become empowered as problem-solvers and innovators in the field of digital media.
4. Acquire foundations in media technologies, a creative background in the arts, and an understanding of media effects on society, to ensure innovative approaches with ethical sensibilities.
5. Develop well-rounded communication skills, and increased awareness of and sensitivity to the ways in which media shapes culture.



COURSES

Core courses include:

- Core courses:
- History and Theory of New Media
- Psychology of Technology
- Sociolinguistics
- Intro to Digital Art & Design
- Digital Storytelling
- Game Design and Development

Elective courses include:

- Image and Text in Visual Arts
- Digital Art and Design
- Images of Women in Western Civilization
- Indigenous Knowledge in Art
- Two Dimensional Design

CAREER VALUE

Today's multimedia world demands people who are comfortable and fluent in aspects concerning the impact and formulation of new media content for a wide variety of stakeholders in both for profit and non-profit sectors. The Bachelor's Degree in Digital Media Arts has foundations in media effects, ensuring that graduates have key knowledge in the impact of the media on society, but its multidisciplinary approach means that it draws from areas such as linguistics, journalism, and psychology, giving graduates a competitive

edge in careers involving digital media. Graduates find themselves virtually unlimited in terms of the type of organization they bring a combination of a theoretical approach and skills awareness in new media to.

DEGREES

This degree is awarded by the State University of New York, Empire State College.



MASTER'S PROGRAMS



MBA PROGRAMS

- Entrepreneurship
- Finance
- Management
- Marketing
- Global Business Services

MASTER'S PROGRAMS

- Psychology

Ph.D. PROGRAM

- Ph.D. by Research



The University of New York in Prague (UNYP) is a private institution located in the center of Prague and in the heart of Europe.

UNYP is the largest English-language higher education institution in the Czech Republic. UNYP is truly unique in terms of international atmosphere; our student body has students from over 60 different countries and faculty from more than 30.

At UNYP, we understand the challenge of getting a master's degree while pursuing a full-time career. For this reason, all UNYP graduate programs have been organized to combine work and studies for even the busiest careers.

EARN YOUR MASTER'S DEGREE

IN OUR UNIQUE HYBRID WEEKEND FORMAT



ABOUT OUR MBA PROGRAM

The UNYP MBA is one of the most practical MBA 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 and financial industries, and from successful entrepreneurs who have turned a business idea into a profitable operation.

MBA

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 with a triple accreditation from the Czech Republic (ČAMBAS), the UK, (BAC), and the US (IACBE)

WHO ARE YOUR CLASSMATES?

UNYP MBA students are professionals with many years of work experience in a diversity of industries and with decision-making power in their roles. UNYP MBA students come from international and local leading companies such as Amazon, Coca-Cola, Nestle, Volkswagen, Vodafone, Novartis, Johnson&Johnson, DHL, T-Mobile, Microsoft, HP, KPMG, Plzensky Prazdroj, CEZ, UPC and many more. Approximately 40% of our students come from the Czech Republic and Slovakia, with the other 60% representing high-performing international professionals from more than 30 countries. With over 400 MBA graduates during the last 10 years, you will be joining an active professional network with a wealth of experience and a strong global mindset.

ADDED VALUE FOR YOUR CAREER

The program is ideally **suited for working professionals** who do not have the option of taking extensive time off work to further their studies. All courses are taught over successive weekends, allowing students to continue to work while pursuing the MBA degree. As the entire schedule is mapped out in advance, participants can plan and balance their studies with their work commitments and personal lives.

G.R.O.W. to FLOW is a unique, coaching-based initiative created at UNYP that enables MBA students to apply knowledge gained from the classroom to the work environment in real-time.

COURSE DELIVERY

The UNYP MBA is an **18 month program** with 14 months of compulsory courses followed by a 4 month consultancy project. Most of the courses comprise a total of 36 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.

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 key 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, where students work for 4 months on a topic of their own choice, addressing a problem or opportunity in their own work or developing a new business idea. Students receive guidance from a dedicated faculty mentor.

CORE COURSES

Students complete the core courses to gain a critical understanding of the major functions of a business and thus develop the skills and competences to think and act as entrepreneurs.

- Managing People in Organizations
- Developing Leadership Skills
- Financial Management Accounting
- Financial Management
- Coaching and Mentoring
- Sustainability Leadership
- Operations Management in the Digital Age
- Marketing Management
- Strategic Management
- Strategic Consultancy Practicum
- 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 Management**
- **MBA in Global Business Services**

A few examples of concentration courses:

- International Trade, Finance & Investments
- Financial Strategy
- Brand Management
- Neuromarketing & Consumer Behavior
- Entrepreneurial Finance: Venture Capital and Private Equity
- Sales and Negotiations

COACHING AND MENTORING COURSE



UNYP offers an excellent opportunity to broaden your qualification through the Coaching & Mentoring Course which is a core part of UNYP's MBA program.

The MBA Coaching and Mentoring course has obtained a five-year accreditation by EMCC, at the Practitioner's level. Upon successful completion of the course, participants will have satisfied the necessary requirements to apply for individual accreditation by European Mentoring and Coaching Council and will be granted coach/mentor status

THE BENEFITS OF THE EMCC ACCREDITATION:

- Officially-recognized qualification as coaches/mentors
- Theoretical input in coaching and mentoring methodologies such as person centered, positive psychology, cognitive-behavioral coaching, solution focused, and brief coaching
- Practice as peer-to-peer coaching, preparation of reflective logs, and supervision
- 150 hours in total
- The course is an option for all professionals from various industries
- Receiving sufficient and proper training that meets high standard of practice

The European Mentoring and Coaching Council (EMCC) is one of the most prominent global institutions providing institutional and individual accreditations of coaching and mentoring practice. EMCC started its life in 1992 as EMC and since then has existed to develop, promote, and set the expectation of best practice in mentoring, coaching, and supervision globally for the benefit of society.





SUCCESS STORY

MARTIN PAVLÍČEK
Class of 2005

Martin Pavlíček received his Bachelor's Degree in Communication and Mass Media at UNYP in 2005. Shortly after graduating, he took on his first career challenge by accepting a position as Internal Communication Specialist at the multinational energy company ČEZ. With a couple of years of experience under his belt, he returned to UNYP in 2007 to study a Master's degree in Professional Communication and Public Relations, in the executive format. ČEZ soon promoted him to the critical position of Spokesperson and Social Media Manager. "One of the greatest things about studying at UNYP is the people you come in contact with, and that's what's always kept me coming back. You meet people here from all over the world, and not just students – the professors also remain your friends and contacts for life." Hungry for more of the UNYP classroom experience, Martin returned again to UNYP in 2010 to study an MBA in Marketing. During this period he also made a great leap forward in his PR career, moving to the position of Corporate Communications Director at UNIPETROL. Eleven years after he first came to study at UNYP, and with ten years' experience in critical Public Relations positions, Martin continued as a Co-Managing Director, at Havas PR. In addition to this, he has once again returned to UNYP – this time to share his experience with students as a teacher of Public Relations. In 2021 Martin moved his leadership to MOL Czech Republic, where he works as a Corporate Communications Manager.



SUCCESS STORY

ANTON KOZYCH
Class of 2011

Anton Kozych graduated from law school before studying at UNYP, and got involved in a few businesses after moving to the Czech Republic. Although he has always had this entrepreneurial mindset, he felt he was lacking in theory so he decided to go for an MBA in Business to get a bird's eye view of business management. He chose UNYP because he wanted to get practical information from real professionals. "Coming to Prague as a foreigner, I saw an MBA program at UNYP as an excellent opportunity for making local and international connections, and some of them grew into serious friendships."

Thanks to his UNYP MBA degree, he started an M&A consulting company with a focus on small and medium companies. After a couple of years, he saw a new opportunity and participated as a member of the core team bringing the master franchise of the biggest real estate company in the US to the Czech Republic.



This program was created under the ABSL umbrella as a flagship, academic, global MBA program and in partnership with global leading experts in the education sector – the University of New York in Prague and the Hackett Institute. The program is available to anyone interested in advancing their career and adding the next level of Business Services education to their skill sets. The program is offered under specialized conditions to ABSL members.

The duration of the MBA in Global Business Services is 18 months. The program takes place two weekends a month from Friday to Sunday consisting of:

- **11 UNYP Courses** (combination of live and online)
- **3 concentration courses**
- **10 Hackett Institute Courses** (online)
- **ABSL Lectures**
- **Final Applied Project in a GBS related topic**

BENEFITS OF THE MBA IN GLOBAL BUSINESS SERVICES

- Broadening skills, knowledge, and capabilities for current and future roles
- Acquiring different working methods
- Taking your GBS career to the next level
- Learning how to build a GBS organization
- Becoming a subject matter expert within the highly competitive GBS sector
- Exploring new working opportunities
- Creating a network and gaining recognition of global leaders and industry peers



“MBA in Global Business Services provides a holistic understanding of markets, companies, people, organizations, and global world in general.”

SOTIRIS KARAGIANNIS

Graduate Business
Programs Director at UNYP



MASTER'S IN PSYCHOLOGY

This study program complies with international requirements for the European Master's diploma in Psychology and is accredited by the Czech Ministry of Education, Youth and Sport (MŠMT) leading to the title Mgr., which is the equivalent of an M.A. degree.

ABOUT THE PROGRAM

The Master's degree in Psychology at the University of New York in Prague provides a strong theoretical and practical foundation in psychology and related subfields such as clinical psychology, health psychology, educational psychology and organizational psychology. Graduates of the program will have obtained specific knowledge and professional competencies toward working in different fields of psychology, which include counselling, research and academia with the option to pursue further education in all of these areas.

TOP REASONS TO STUDY THE MASTER'S IN PSYCHOLOGY AT UNYP

1. A master's degree in psychology is an essential foundation for professionals in all fields of psychology, from clinical work to academic research.
2. UNYP students in this program will be thoroughly prepared on both theoretical and practical levels for a career in psychology.
3. UNYP offers supervised psychology internships, which provide graduates with practical experience for acquiring crucial knowledge and skills unavailable in books alone.
4. Academic mentors provide valuable support and guidance for the design and implementation of the graduate student's original thesis research.
5. The UNYP Master of Psychology degree by its nature helps students to build lifelong networks of meaningful scientific, professional and collegial connections.

PROGRAM STRUCTURE

This two-year program of 124 ECTS (62 US) credits leads to a European Master's diploma in Psychology and is accredited by the Czech Ministry of Education, Youth and Sport (MŠMT). Courses are taught during weekends, enabling students to continue their careers and pursue internships during the week.



CAREER VALUE

A master's degree in psychology enables graduates to work as psychologists in a wide variety of sectors, such as mental health centers, schools, social service agencies, and business. Graduates may also pursue further academia, research or professional psychotherapeutic and clinical training towards establishing a career in one of the many specialties within the growing field of psychology, such as Clinical Psychology, Counseling Psychology, School Counseling, Developmental Psychology or Health Psychology.

COURSES INCLUDE:

- Clinical and Health Psychology
- Social Psychology
- Cognitive Psychology
- Labor and Organizational Psychology
- Developmental Psychology
- Educational Psychology
- Research Methods in Psychology
- Advanced Statistical Analysis
- Introduction to Counseling and Psychotherapy
- Psychopathology
- Child Clinical Psychology and Assessments
- Psychological Assessments of Adults
- Ethics in Psychology



SUCCESS STORY
ULVIYYA SULTANLI
CLASS OF 2014

Ulviyya Sultanli graduated from UNYP with a Master's degree in Psychology. Educational Psychology and career development were her main interests. Shortly after graduation, she accepted a position as School Counselor in one of the international high schools in Baku, in her home country of Azerbaijan.

"UNYP provided me the opportunity to meet the most experienced instructors, including my thesis supervisor, from whom I learned skills of both Applied Psychology and research. One of my most valuable experiences at UNYP was the opportunity to intern in our Counseling Center. It allowed me to contribute to the mental health support of our university, while gaining practical experience and guidance from my counseling supervisor. Lastly, I appreciate having been immersed in such a diverse international community of future psychologists with interests in different fields of psychology, and sharing in the experience of learning with them."

Ph.D. BY RESEARCH

ABOUT THE PROGRAM

One of the core values held by the University of New York in Prague is excellence in research. In cooperation with our partner, New York College Athens, students will be able to earn a Ph.D. by research. Many high-professionals with first-class degrees undertake R&D activities while working as professionals in the industry. The program is designed so that students do not need to leave their work in order to pursue their studies.



PROGRAM STRUCTURE

The Ph.D. by research is awarded to a candidate who presents and defends a thesis, after having critically investigated and evaluated an approved topic which results in an independent and original contribution to knowledge and demonstrates an understanding of the appropriate research methods within the chosen field. The program is for students who wish to pursue supervised research at the doctoral level, leading to the publication of a traditional doctoral thesis to be deemed an original and independent contribution to the existing body of academic knowledge.

5 REASONS TO STUDY Ph.D. BY RESEARCH

1. Students can significantly increase their depth of knowledge in their area of expertise.
2. The program awards students the highest academic qualification possible (doctorate).
3. While studying, students will have the possibility of networking with other Ph.D. candidates and industry partners.
4. Students will have international exposure within their chosen field.
5. During the study program, students will participate in the annual Knowledge and Innovation Forum as well as university events.

STUDENT TESTIMONIALS



PAULINA ARENDASOVA
Slovakia
Master in Psychology

When discussing different topics in psychology classes, I was enriched by the perspectives of students of multiple cultures and backgrounds. The classes were taught by quality professors from across the world who are experts in the area of research, therapy, academia, and other areas related to the psychology major. Internships in MPS enabled me to gain practical experience in counseling and coaching, which is important for my future career. The MPS at UNYP is an ideal program for all kinds of psychology students, as the program covers perhaps all areas of psychology (clinical, school, labor and organizational, etc.) The program is unique for providing individuals with valuable multicultural, educational, and linguistic experiences.



PAVEL BYKOV
Ukraine
MBA

The program really covers all aspects of business, so it provided a solid foundation to build upon. In some cases, the knowledge was absolutely crucial, especially in accounting. I'm constantly hearing comments from investors that they've never seen such pristine financial accounting from a company at such an early stage.



JUSTINE PIONTEK
USA
Master in Psychology

The MPS program gave me the opportunity to work continually with top-notch instructors from across the professional spectrum, whether in the classroom or in the therapy room. The international community of the UNYP student body and MPS instructors exposed me to a cultural diversity I would not find in my home country of America. The theoretical knowledge coupled with the practical internships makes UNYP an ideal learning experience for individuals just completing undergraduate studies or returning to academia after years in the working world.



NIKOLAOS GALATIS
Greece
MBA

Thanks to UNYP, I reinvented my approach to management and leadership. Through an amazing MBA program, I was able to hone my skills, get up to speed with current trends and had the opportunity to meet with great professionals, and world-class top-notch professors. It is important to note that the support I received was above and beyond what I was expecting and was crucial to fulfilling my career goals.

ALUMNI OF THE YEAR

An extraordinary achievement cannot go unnoticed. We believe that rewarding one alumnus or alumna every year is an important part of keeping our alumni network engaged and connected to the UNYP community. The award itself is not only a means of acknowledging the success of one alumnus or alumna, it is a way of drawing attention to the fact that our talented alumni have the power to make a difference. The ambition, enthusiasm and hard work our alumni put into their projects are changing the world in many areas on a local and global scale alike.



COMPANY TESTIMONIALS

ExxonMobil

“ExxonMobil is a dynamic, exciting place to work. We hire exceptional people, and every one of them is empowered to think independently, take initiative and be innovative.

ExxonMobil Business Support Center Czechia s.r.o. was established in Prague in 2004 and is totaling around 1,200 employees. Our departments – Credit, Procurement, Account Payables, Chemicals and Fuels & Lubricants – support businesses in approximately 30 countries across Europe, Africa and Middle East. We believe that the University of New York in Prague has a great talent pool, and we have a long term engagement with the University through attending their job fairs and organizing specific events where we introduce our managers to the students and the academic staff.

Ognen Georgievski (Credit Stewardship Analyst), Kiril Kostov (Global Marine & Aviation Manager) and Vedran Tufekcic (Global Credit Analyst) are only some of the graduates from UNYP which have become part of our team; you could be the next one!”

**Ioana Sucala, BSC Communication
Coordinator**
(Ambassador Lead for UNYP)
ExxonMobil



socialbakers

“Socialbakers is a global team on the forefront of social media analytics. We value our differences within the team and use it to build our innovation; hiring students and recent graduates contributes to that innovation and is part of our success. We love hiring students and have hired a number of them straight out of UNYP. The thing that UNYP graduates bring is the passion and energy, as well as quality and a strong work ethic. Additionally, as an international company with a multi-cultural working environment its key that everyone speaks great English, it’s perfect to have such a talented pool of candidates from all over the world coming from UNYP and we know then, that English is never a problem!”

Jan Rezab, Founder & Executive Chairman
Socialbakers



Our Recruitment Department is very satisfied with students and graduates from UNYP. They always come motivated to take on new challenges as well, with a willing to learn and listen at same time. From our experience, candidates from UNYP apply for our jobs with the necessary qualifications, especially with strong language capabilities. We believe it is not just about students and alumni themselves, but the university approach and dedication that together add the real value.”

Josef Blaho, Sr. Recruitment Advisor
InBev

UNYP GRADUATES AT TOP UNIVERSITIES WORLDWIDE

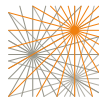
UNYP's graduates have continued with their education at leading universities around the world.



University of London

UNIVERSITY OF
WESTMINSTER

Edinburgh Napier
UNIVERSITY



Duisenberg
school of
finance

INSEAD



UNIVERZITA
KARLOVA
V PRAZE



THE UNIVERSITY OF
MELBOURNE



University of Colorado
Boulder | Colorado Springs | Denver | Anschutz Medical Campus



THE UNIVERSITY
OF BIRMINGHAM



THE GEORGE
WASHINGTON
UNIVERSITY
WASHINGTON, DC



Middlesex
University



UNIVERSITY OF
OXFORD



Stanford
University



UNIVERSITY OF
CAMBRIDGE

London
School of Business
& Finance



Maastricht University



The University of Manchester



UNIVERSITEIT VAN AMSTERDAM



THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE



The University of
Nottingham

UNITED KINGDOM - CHINA - MALAYSIA



FIU
FLORIDA
INTERNATIONAL
UNIVERSITY



UNYP ALUMNI IN COMPANIES

UNYP's graduates are employed at some of the biggest and most prestigious multinational companies in the world. Our students also have the opportunity to do internships at such companies during their studies and many are hired by these companies after finishing their studies.







study in the City of a Hundred spires



**UNIVERSITY
OF NEW YORK
IN PRAGUE**



**CZECH
TEAM**

EDUCATIONAL SUPPLIER
OF THE CZECH OLYMPIC TEAM
2022 - 2026

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