

Get Your Master's Degree with Us



University
of New York
in Prague

WHERE
YOU
EXPLORE
YOU

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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Where Prague Meets Global Business Leadership

The University of New York in Prague (UNYP) is a top-tier, English language university located in the heart of Europe. It offers internationally accredited undergraduate, graduate and doctoral degrees.

Founded in 1998, UNYP combines the rigor of U.S.-style education with global perspectives at the heart of Europe. Our master's programs are designed to prepare ambitious professionals for leadership in a fast-changing, interconnected world.

With students from 80+ countries and strong partnerships with accredited U.S. and EU institutions, UNYP creates a truly global classroom where innovation, strategic thinking and cross-cultural collaboration thrive.

Courses are taught in English by a diverse international faculty and seasoned business leaders, ensuring a rich blend of academic excellence and real-world insight.

Whether you're aiming to accelerate your career, shift industries, or build an international network, UNYP's master's programs offer a dynamic platform and unique opportunity to study business where it happens.



Reasons to Study at UNYP

High-Quality, Affordable Education
Earn an accredited and recognized master's degree, with costs significantly lower than other international universities, including options for scholarship and financial aid.

Diverse International Community
Join a student body representing over 80 countries, fostering a multicultural learning environment and connections worldwide.

Innovative Learning Environment
Benefit from small class sizes, modern tech-equipped classrooms, and interactive American-style instruction.



Dynamic Student Life
Expand your UNYP journey by building meaningful connections through professional networks, peer collaboration and knowledge-sharing opportunities.

Cultural Richness
Surrounded by centuries-old architecture, vibrant arts, UNESCO sites and rich traditions, Prague is a cultural treasure.

Supportive Student Services
Take advantage of UNYP's Writing Lab, Counseling Center, Academic Advisors and dedicated career guidance to support your success.



“ AS A LOYAL ALUMNA OF BOTH MY BACHELOR’S AND NOW MASTER’S, I CAN TRULY SAY THAT THE COMMUNITY HERE FEELS LIKE FAMILY. THE KNOWLEDGE I GAINED NOT ONLY ADVANCED MY CAREER BUT ALSO HELPED ME GROW PERSONALLY—DISCOVERING MY STRENGTHS, UNDERSTANDING MY WEAKNESSES AND LEARNING HOW TO WORK WITH THEM.

Danai B.



What They Say



“ WITH OVER 15 YEARS IN IT AND BUSINESS SERVICES, I WAS LOOKING TO DEEPEN MY SKILLS AND STAY AHEAD. THE MBA SHARPENED MY EXPERTISE AND CONNECTED ME WITH A GLOBAL NETWORK FOR THE FUTURE.

Tomáš F.



“ WHAT WAS THE MOST IMPORTANT TO ME? CONSTANT INTERACTION WITH INSPIRING PROFESSORS, ENGAGING IN DEBATES ON VARIOUS TOPICS AND LEARNING TO HANDLE DISAGREEMENTS RESPECTFULLY.

Lucie K.



Memories



8 Simple Steps

- 1

Start Your Application Online

Fill out the UNYP online application form with your basic personal details and program choice. We have ongoing admissions with 2 intakes a year: September & January.
- 2

Submit Required Documents

Provide your passport/ID copy, latest diploma or transcript, a motivation letter, proof of English proficiency and a letter of recommendation. Some documents may be submitted later if needed.
- 3

Schedule Your Admissions Interview

Once your initial application is reviewed, schedule and complete an online (or in-person) interview with the faculty dean.
- 4

Expect an Admissions Decision

within 14 days after your interview—UNYP keeps the process fast and transparent.
- 5

Confirm Your Place

After acceptance, secure your spot by submitting the tuition deposit before the deadline.
- 6

Receive Enrollment Details

Once your deposit is received, UNYP provides official enrollment information, orientation details and support contacts.
- 7

Prepare for Arrival

Get ready for your studies: apply for a visa (if needed), finalize accommodation and join any pre-arrival webinars or chats.

- 8

Begin Your UNYP Journey

Arrive in Prague, attend welcome orientation, meet classmates, and start classes!



Master's Programs

18-Month Track

- Master in Business Administration (MBA) with concentrations:**
- Management
 - Marketing
 - Finance
 - Entrepreneurship
 - Global Business Services
 - Neuromanagement

- All programs are taught in English
- Career-focused education
- Personalized learning
- Flexible schedule balancing study/work/life

12-Month Track in partnership with Dublin Business School, Ireland

- MSc in Digital Marketing and Analytics**
MSc in Business Analytics

Doctoral (Ph.D.) Program

- In partnership with New York College Athens and the University of Greater Manchester**



Master in Business Administration

The UNYP MBA is an internationally accredited Master of Business Administration program, taught entirely in English and located in Prague. Designed for ambitious professionals, this flexible program combines American-style rigor with an expert Central European perspective, fostering global leadership competencies and strategic business thinking.

At UNYP, you'll study in a diverse international environment, learn from industry-experienced faculty and enhance your global career prospects.

Why Enroll

- **Globally Recognized Accreditation:** Accredited by the U.S. International Accreditation Council for Business Education (IACBE) with national recognition by the Czech Association of MBA Schools (CAMBAS)
- **Flexible Formats:** Weekend or weekday tracks allow working professionals to study while maintaining their careers or personal commitments
- **Experienced, International Faculty:** Courses taught by seasoned academics and executives from around the world
- **Diverse Global Cohort:** Study alongside a multicultural student body, building global networks and collaborative skills
- **Strong Career Impact:** Graduates frequently experience promotions within months and salary increases upon graduation; access to one of the largest MBA alumni networks in the Czech Republic



Course Delivery & Structure

Typically completed over 18 months, taken over 2 weekends a month, the program follows a three-phase format:

1. Core Curriculum – foundational business courses.
2. Concentration Courses – three elective subjects in a chosen specialization.
3. Consultancy Project – a 4-month capstone applying learning to real-world problems under faculty mentorship.

Available Concentrations

Students choose one of six specialized tracks to tailor their focus, each taught in English:

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

Career Value

Strategic Edge: Graduates gain a practical skill set in leadership, decision-making and global business strategy; including coaching and personal transformation modules for enhanced executive development

Accelerated Advancement: Many alumni receive promotions within eight months and increased salaries, often up to ~50% within three years



“
AS A LIFELONG LEARNER, I SOUGHT A NEW CHALLENGE AND DECIDED TO PURSUE AN MBA WITH A CONCENTRATION IN FINANCE AT UNYP. NOT ONLY DID I GAIN VALUABLE KNOWLEDGE, BUT I ALSO BUILT MEANINGFUL CONNECTIONS AND ACQUIRED PRACTICAL INSIGHTS THAT HAVE ENHANCED BOTH MY PERSONAL AND PROFESSIONAL DEVELOPMENT.

Lindsay S.

Master of Science Programs



THE MOST VALUABLE PART OF THE PROGRAM WAS THE PRACTICAL SIDE—USING AI FOR ADVERTISING, WORKING WITH GOOGLE GA4 AND EVEN CREATING A WEBSITE. OVERALL, IT WAS A FUN AND HIGHLY USEFUL EXPERIENCE.

Adam Š.



The University of New York in Prague (UNYP) offers two powerful MSc programs—Digital Marketing & Analytics and Business Analytics—both delivered in English at UNYP’s Prague campus. These one-year full-time programs with evening classes are post-graduate degrees awarded by Ireland’s Dublin Business School.

Delivery & Structure of the programs are in two phases:

Two in-class semesters followed by a Capstone Project: choose from Dissertation, Applied Research Project or Placement, anchored by Research Methods modules

Career Value

Graduates can pursue roles such as Business Analyst, Data Scientist, BI Specialist, Financial Analyst, Analytics Consultant or IT Project Manager in industries including finance, consulting, healthcare, e-commerce and technology

Why Study an MSc at UNYP with Dublin Business School?

Dual Partnership Advantage: These degrees are designed by DBS and awarded under Irish academic standards while delivered in Prague by UNYP, offering career-relevant training: Focused on skills employers demand, from analytics programming to strategic marketing execution

Support & Networking: UNYP provides small class sizes, tailored academic support, alumni connections and career services to support placement in top roles across Europe and beyond

MSc in Digital Marketing and Analytics

A cutting-edge, career-focused program combining digital marketing strategies with advanced analytics to meet the demands of the data-driven marketing economy.

Career Value

Graduates emerge ready for roles such as Digital Marketing Manager, SEO/SEM Specialist, Performance Marketing Consultant, Marketing Data Analyst, E-Commerce Strategist or Social Media Lead across agencies, start-ups and global corporations



Why Enroll

- **Dual skillset:** Strategic digital marketing + analytics proficiency
- **Hands-on tools:** Google Analytics, Tableau, SEMrush, WordPress, Meta Ads Manager
- **Blend of creativity,** performance metrics, and ethical frameworks

Core Courses & Focus Areas

Web Marketing Management & Metrics
Digital Design & Development
Strategic Thinking in the Digital Age
Data & Digital Marketing Analytics
Digital Advertising & Online Communications
Business Intelligence & Visualization



MSc in Business Analytics



Why Enroll

- **Interdisciplinary curriculum:** statistics, machine learning, business intelligence and strategic planning
- Designed with input from global employers, focused on applied, real-world data skills
- Accelerate into leadership roles where data drives decisions

Core Curriculum Highlights

- Applied Statistics & Machine Learning
- Business Intelligence & Visualization
- Financial & Business Analytics
- Data Mining
- Programming for Analytics
- Project Management for Analytics
- Business Strategy

Designed to bridge analytics, data science and business strategy, this MSc prepares professionals to harness data for impactful decision-making and digital transformation.

Career Value

Graduates can pursue roles such as Business Analyst, Data Scientist, BI Specialist, Financial Analyst, Analytics Consultant or IT Project Manager in industries including finance, consulting, healthcare, e-commerce and technology



Doctoral Program



Why Enroll

- **Flexible, professionally-friendly format:** Ideal for working individuals, candidates can remain active in their field while researching at the doctoral level
- **Top-tier academic partnerships:** Degrees accredited and awarded by the University of Greater Manchester via New York College Athens, supported locally by UNYP
- Rich interdisciplinary choices:** Wide-ranging subject areas supported, from Business & IT to Psychology, Computer Science, Health Sciences, Education and more
- Professional networking & academic engagement:** Candidates benefit from a supervised mentorship, regular forums such as UNYP's annual "Knowledge and Innovation Forum" and peer collaboration



The UNYP Ph.D. by Research is a flexible, doctoral-level program delivered in English by the University of New York in Prague, in cooperation with New York College Athens and the University of Greater Manchester.

It allows candidates from diverse academic or professional backgrounds to pursue original research while maintaining their careers or existing commitments.

The program awards degrees such as the Ph.D. or MPhil, depending on pathway and output achieved.

Course Delivery & Structure

Mode & Duration: Full-time completion within 3–4 years; part-time options extend up to 5–7 years, designed around candidate availability. Research-centered trajectory: Focused entirely on independent, original research leading to a defended thesis (Ph.D.) or MPhil-level submission

Thesis options: Traditional written dissertation or a Ph.D. by publication route, requiring three peer-reviewed works or patents combined with a synthesis linking them as an original contribution to knowledge.

Core Structure & Research Options

- Thesis-based Ph.D.
- Ph.D. by Publication Option
- Other supported subjects

Career Value

- Highest academic qualification:** The Ph.D. opens doors to academic, research, leadership or consultancy careers, delivering deep scholarly credibility
- Enhanced research profile:** Publication-based option allows candidates already active in industry to gain academic recognition without traditional long-form dissertation workload
- Networking & global exposure:** Participation in international research forums, collaboration with faculty in Cambridge and Athens and peer engagement boost professional visibility
- Transferable skills:** Candidates hone critical thinking, project leadership, strategic analysis, and scientific communication, skills valued in academia, public institutions and industry

What Students Ask Us the Most?

II CAN I WORK WHILE STUDYING A MASTER'S PROGRAM AT UNYP?

Yes. Most programs are designed with flexibility in mind. Many offer weekend or evening formats, allowing students to work part-time or full-time while completing their studies.

ARE ALL GRADUATE PROGRAMS AT UNYP TAUGHT IN ENGLISH?

Yes. All UNYP graduate programs are delivered entirely in English, ensuring accessibility to international students and alignment with global academic and business standards.



**DO I NEED A BACKGROUND
IN BUSINESS OR ANALYTICS
TO APPLY?**

Not necessarily. Some programs do require relevant undergraduate preparation, but others, such as the MBA or MSc programs, are open to students from a variety of academic backgrounds, especially if they bring relevant work or leadership experience

WHAT SUPPORT DOES UNYP OFFER FOR CAREER DEVELOPMENT?

UNYP provides personalized career services including CV reviews, interview preparation, networking events and access to an extensive alumni network. Many programs also include internships, industry projects, or consultancy opportunities.

**WHAT KIND OF DEGREE
WILL I RECEIVE AND IS IT
INTERNATIONALLY RECOGNIZED?**

That depends on the program. UNYP offers U.S.-accredited degrees (such as the MBA) and EU-accredited degrees awarded in partnership with institutions like Dublin Business School and the University of Greater Manchester. All degrees are internationally recognized and meet European Qualification Framework standards.

Notes



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