

# School of Business

**MSc** International Management  
**MSc** Leadership and Strategic Management  
**BA (Hons)** International Management  
**BA (Hons)** International Finance and Business Accounting  
**Foundation Diploma** in Business  
**ACCA** Accounting Exam Preparation  
**CIMA** Accounting Exam Preparation

**PRAGUECITYUNIVERSITY**

# School of Business

PRAGUECITYUNIVERSITY

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**I'm grateful to Prague City University, known as Prague College at the time, for kickstarting my entrepreneurial journey and helping me take it to the next level.**

**Vít Horký**

**Founder, Investor & PCU School of Business alumnus 2009**

Founder of Brand Embassy in 2011, acquired by NASDAQ-listed NICE in 2019

Founder of Inspiro in 2005, acquired in 2014 by Publicis, the Paris-headquartered global advertising agency

Supervisory Board member of The Duke of Edinburgh's International Award Czech Republic Foundation

Board member of Moonshot Platform, connecting innovators and leaders for a sustainable future

# Dr. Stefano Cavagnetto, Ph.D.

## Dean of the School of Business and Honorary Professor of Teesside University

At Prague City University we believe in the creative power of teaching and learning. That means small group seminars, not impersonal lectures, and continuous feedback, not just grades. We believe in learning by experience, by bringing employers from our extensive industry network directly into the classroom.

Our academic team has excellent credentials, long-term teaching and training backgrounds, and outstanding experience in their disciplines. As professional educators they bring a deep understanding of business to all areas of their teaching, including strategic management and leadership, marketing, human resources management, business ethics, governance and CSR, business accounting, fintech and finance.

Our business students enjoy working in a multicultural and multi-disciplinary environment, sharing and swapping ideas with budding designers, artists, computer programmers, journalists and teachers. Because we also have programmes for working professionals and working students, our classes often include small business owners and entrepreneurs as well.

We regularly host noted professionals who appear as part of the Master Speaker Series, and we generate top quality academic research on global business problems that have a real-world impact on business practice and education. Our graduates are special to us, curious, questioning, connected, flexible and passionate about what they do.



# MASTER SPEAKER SERIES



The Master Speaker Series is a regular event featuring outstanding individuals and influencers from the fields of business, economics, politics and more from all over the world. These lectures are designed to highlight and support key concepts from all our programmes. Even more important, as a student you will have the opportunity to engage with speakers who can offer inspiration and motivation for your dissertations or even your future careers.

## Past Master Speakers have included:

CBO OF INSTITUTE OF CIRCULAR ECONOMICS, VOJTECH VOSECKY

CEO OF BOOKING.COM, DARREN HUSTON

CEO OF LASVIT GLASS, LEON JAKIMIC

DIRECTOR OF STRATEGY, PRAGUE CITY TOURISM, KATERINA PAVLITOVA

CZECH NOVELIST, IVA PEKARKOVA

BBC CORRESPONDENT FOR THE CZECH REPUBLIC, ROB CAMERON

COORDINATOR OF SPONSORING AT ŠKODA AUTO, PHILIP GOTTWEIS

FOUNDER CHAIRMAN OF INVEN CAPITAL, PETR MIKOVEC

# Research & Practice

Universities are more than teaching and learning. They are places where new ideas are generated, arguments formulated and complex questions debated. In turn, these ideas find their way into creative projects and research, enriching the complete educational experience.

Many lecturers are engaged in ongoing research projects to find answers and solutions under the framework of the United Nations Sustainable Development goals (SDG) to support and advance businesses and economies, leading to a healthier and more equitable future for society.

Their work is often funded by educational and governmental grants and funds and several faculty members actively engaging in research are part of editorial boards of international Journals regularly indexed in Scopus and Web of Science (WoS) databases.

Students also benefit greatly from being taught by faculty members who have established reputations as writers and researchers. Their work influences and inspires students to embrace and implement this new thinking into their own workplaces and careers.

Some of the most recent achievements in research, practice and initiatives have been:

**Joint Research Seminar series with Teesside University International Business School:** initiated in 2021, the scientific seminar series is a platform for faculty members to engage in research and sharing of ideas

**Publications:** faculty have authored a significant number of scientific works in areas such as intellectual capital, corporate transparency, sustainable finance, corporate governance and banking that have been published and indexed in Scopus and Web of Science (WoS) databases

**Participation in international conferences:** faculty research work regularly presented at international research groups and conferences

**CSR project with Unibail-Rodamco-Westfield (URW):** partnering with URW the faculty developed and delivered a customized business skills programme in Czech for long-term unemployed

## Centre for Research and Interdisciplinary Studies

The School of Business research and activities outside of the classroom fall under the umbrella of the University's Centre for Research and Interdisciplinary Studies (CRIS). CRIS is responsible for arranging conferences and seminars, as well as an academic bulletin showcasing current research by the PCU academic community. CRIS is organized in four research and development units reflecting the PCU faculties; the Research and Development Unit of the School of Business, Research and Development Unit of the School of Art; Research and Development Unit of the School of Media and IT and Research and Development Unit of the School of Education.

The Research and Development Unit of the School of Business research activities cover different areas of business and management studies such as SDGs, Intellectual Capital, Collaborative Trust relating to contract lifecycle management (CLM) processes in supply chains, Human Resources Management, Business Models in economics of culture, Cryptocurrencies, corporate governance in the financial sector, CSR and Business Ethics.



## PCU Industry Network

Prague City University is proud to partner with local and international businesses who share our innovative approach to business, research and education. Leading figures from industry are regularly invited as guest speakers or they contribute to learning by presenting real-life case studies for students to problem solve. These important connections prepare students for the challenges they will experience in the rapidly changing world of business. Our partners also offer students internships where they can apply new learning to their workplace, as well offering new career opportunities to our working students.



# Foundation Diploma in Business



Distance  
learning  
available  
through the  
Digital Campus  
→ See page 22

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DISCOVER TALENTS AND INTERESTS BY EXPLORING, EXPERIENCING AND COLLABORATING WITH CLASSMATES

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ENHANCE BUSINESS SKILLS THROUGH PRACTICAL HANDS-ON PROJECTS

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DEVELOP CRITICAL THINKING, ACADEMIC WRITING, RESEARCH AND TIME MANAGEMENT SKILLS

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ENJOY SMALL CLASS SIZES WITH FOCUSED ACADEMIC SUPPORT FROM LECTURERS AND TUTORS

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IMPROVE READING, WRITING AND DEBATING SKILLS RELATED TO YOUR SUBJECT AREAS

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ENHANCE EMPLOYABILITY PROSPECTS BY DEVELOPING SOFT SKILLS

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ENJOY REGULAR SEMINARS, WORKSHOPS AND GUEST SPEAKERS AS PART OF OUR MASTER SPEAKER SERIES



The Foundation Diploma is designed to help students improve their skills and qualifications, and to locate those areas of business that best suit student's talents and interests. The programme is an ideal lead-in to PCU's Business Bachelor's degrees. This exploratory year is also perfect for students who do not yet meet the standard entry requirements for university.

Over the course of one year, students are introduced to a wide range of topics, including management skills, marketing, HR, finance, and event management. Content is delivered in an engaging, interactive way, using project-based teaching methods. Continuous tutorial support, including assistance with academic writing, fully prepares students for future studies.

Students have the choice to study in person, in Prague or earn their Diploma from any location, through distance learning. Delivered online through our Digital Campus (see page 27), students can follow live lessons on Zoom and receive all recordings plus have access to digital resources. Students are also offered a two week residential session in Prague each semester. This residential session will focus on the areas of the units being studied as well as give students the chance to meet their lecturers and classmates in Prague.

The Foundation Diploma programme is continuously updated and enhanced, ensuring that it remains progressive and relevant. Students who successfully complete the Foundation programme are awarded the BTEC International Level 3 Diploma in Business (the equivalent of two British A-levels).

On completion, the diploma offers a clear pathway into the BA (Hons) in International Management, or the BA (Hons) in International Finance & Business Accounting. If students prefer to explore a different subject area, skills gained in this year should also allow transfer to Bachelor's level programmes in other Schools.



During my Foundation year of study I really enjoyed the teaching style that emphasised practical learning linked to real-life case studies, rather than traditional theory-based methods. My year at PCU convinced me to continue learning more, so I've now started studying for my BA (Hons) International Finance and Business Accounting.

**Kaho Kudo,**  
Japan

**1** year  
Start in September  
or February

Distance Learning Format available!

## Semester 1

- Exploring Business
- Human Resources
- Business Ethics
- Business Finance
- Principles of Management
- Professional & Academic Writing Skills for Business

## Semester 2

- International Business
- Digital Marketing
- Managing an Event
- Research and Plan a Marketing Campaign
- Business Decision Making
- Professional & Academic Writing Skills for Business

# BA (Hons) International Management



Distance  
Learning format  
available  
→ See page 22

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ACQUIRE MANAGEMENT SKILLS RELEVANT TO THE CONTEMPORARY BUSINESS WORLD

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GAIN PROFESSIONAL SKILLS IN NEGOTIATION, TEAMWORK, LEADERSHIP AND MANAGEMENT

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LEARN, COOPERATE AND WORK WITH INTERNATIONAL COMPANIES, INCLUDING OPPORTUNITIES FOR INTERNSHIPS

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ENJOY SMALL CLASS SIZES WITH FOCUSSED ACADEMIC SUPPORT FROM LECTURERS AND TUTORS

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BUILD A SOLID ACADEMIC FOUNDATION THAT CAN BE FOLLOWED BY EARNING YOUR MASTER'S; GRADUATE WITH BOTH DEGREES IN FOUR YEARS OF STUDY

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TAKE ADVANTAGE OF EXAM EXEMPTIONS FOR CIMA PROFESSIONAL ACCOUNTING QUALIFICATIONS (SEE PAGE 23)

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ENJOY REGULAR SEMINARS, WORKSHOPS AND GUEST SPEAKERS AS PART OF OUR MASTER SPEAKER SERIES

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EXPLORE ENTREPRENEURIAL AND NEW BUSINESS OPPORTUNITIES, OR DIVERSE CAREER DIRECTIONS IN INTERNATIONAL BUSINESS AND SMALL & MEDIUM SIZED ENTERPRISES

Our Bachelor's programme is designed to equip students with a progressive knowledge base and a broad range of skills, along with an understanding of the forces and complexities which drive modern international business.

The highly practical nature of this programme, delivered in consultation with local industry partners, allows students to gain experience and skills by participating in case studies, workshops and group work on actual client briefs, replicating real-life work scenarios.

The programme covers subjects such as negotiation, teamwork, leadership and management, developing both confidence and a sense of value. In this way, it not only advances career prospects, but also builds awareness of a student's contribution to wider society.

Students have the choice to study either full-time (two semesters per year for three years), or in Global Blended format (eight semesters over three years – see page 22), specifically tailored for those already working professionally. Additionally, exam exemptions for CIMA are awarded upon graduation, and students can continue studying towards this prestigious certification.

Graduates typically go on to work for global businesses ranging from Fortune 500 companies to Non-Governmental Organizations. Others take the entrepreneurial route and set up their own businesses.



PCU was a fantastic experience. Not only did I get to live in Prague for three years, but everything I learnt helped me get to where I am today, working as a Senior Analyst at Amazon in a global department focused on HR Solutions. The skills I learnt at the university really enabled me to thrive in an international company – not only giving me the knowledge to succeed, but also helping to develop skills such as public speaking and teamwork.

**Edward Platts,  
United Kingdom**

**3** years  
Start in September  
or February

Distance Learning Format available!

## Year 1

- Issues in the Contemporary Business Environment
- Contemporary Marketing Practices
- Employee Management
- Financial Accounting and Reporting
- Business Project Management
- Management Accounting

## Year 2

- Statistics for Business Decision Making
- Business Law and Ethics
- Economics and International Business Strategy
- Digital Marketing and New Technologies
- Global Business Environment
- Understanding and Leading Change

## Year 3

- Undergraduate Business Research Methods
- New Challenges in Business Management
- Global Trade and Business Economics
- Finance and International Financial Markets
- Undergraduate Business Research Project

# BA (Hons) International Finance and Business Accounting



Distance  
Learning format  
available  
→ See page 22

Our Bachelor's programme in International Finance and Business Accounting provides the practical and theoretical skills for students to pursue a wide range of careers in the fields of Accounting, Finance, Business Management and Entrepreneurship.



The highly practical syllabus featuring real-life projects and case studies equips students with the experience, skills and confidence to make strategic decisions in a business environment. The programme is specifically designed to encompass new developments such as fintech, and their application to finance and accounting. There is the choice to study either full-time (two semesters per year for three years), or in Global Blended format (eight semesters over three years – see page 22 – suitable for those already working professionally).

A specific benefit of this programme is the option to register with the Association of Chartered Certified Accountants (ACCA) or the Chartered Institute of Management Accountants (CIMA) and qualify for generous exam exemptions for each association's professional qualifications. This offer can be taken up after graduation, or even (in the case of ACCA Fast Track) during studies. Individual support is also available from ACCA and CIMA ambassadors connected to PCU.

GAIN RELEVANT ACCOUNTANCY AND FINANCE SKILLS REQUIRED IN LOCAL AND INTERNATIONAL BUSINESS

INVESTIGATE NEW TECHNOLOGIES SUCH AS BUSINESS FIN-TECH SYSTEMS AND CRYPTOCURRENCIES

LEARN INVALUABLE PROFESSIONAL SKILLS IN NEGOTIATION, TEAMWORK, LEADERSHIP AND INTERNATIONAL BUSINESS MANAGEMENT

LEARN, COOPERATE AND WORK WITH INTERNATIONAL COMPANIES, INCLUDING OPPORTUNITIES FOR INTERNSHIPS

ENJOY SMALL CLASS SIZES WITH FOCUSSED ACADEMIC SUPPORT FROM LECTURERS AND TUTORS

BUILD A SOLID ACADEMIC FOUNDATION THAT CAN BE FOLLOWED BY FURTHER POSTGRADUATE STUDIES

JOIN PROFESSIONAL ACCOUNTANCY ASSOCIATIONS CIMA AND ACCA AND TAKE ADVANTAGE OF EXAM EXEMPTIONS (SEE PAGES 22–23)

ENJOY REGULAR SEMINARS, WORKSHOPS AND GUEST SPEAKERS AS PART OF OUR MASTER SPEAKER SERIES

**3** years  
Start in September  
or February

Distance Learning Format available!

## Year 1

- Issues in the Contemporary Business Environment
- Contemporary Marketing Practices
- Employee Management
- Financial Accounting and Reporting
- Business Project Management
- Management Accounting

## Year 2

- Statistics for Business Decision Making
- Business Fin-Tech Systems
- Economics and International Business
- Operations and Supply Chain
- Advanced Management Accounting
- Financial Management

## Year 3

- Undergraduate Business Research Methods
- Advanced Financial Accounting
- Ethical Frameworks & Int'l Corporate Governance
- Finance and International Financial Markets
- Undergraduate Finance & Accounting Project

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**The three-year BA in International Finance and Business Accounting offers an invaluable opportunity to learn about revolutionary developments in the finance and accounting arena such as Blockchain, Data Analytics and Robotic Process Automation. In addition, we offer a unique opportunity to study for professional accounting examinations like CIMA and ACCA with generous exemptions. Small group classes, and our uniquely personal approach to supporting students, gives you the best chance of success in your chosen subject area.**

**Dr. Bruce Gahir, DBA,  
Associate Dean of the School of Business**





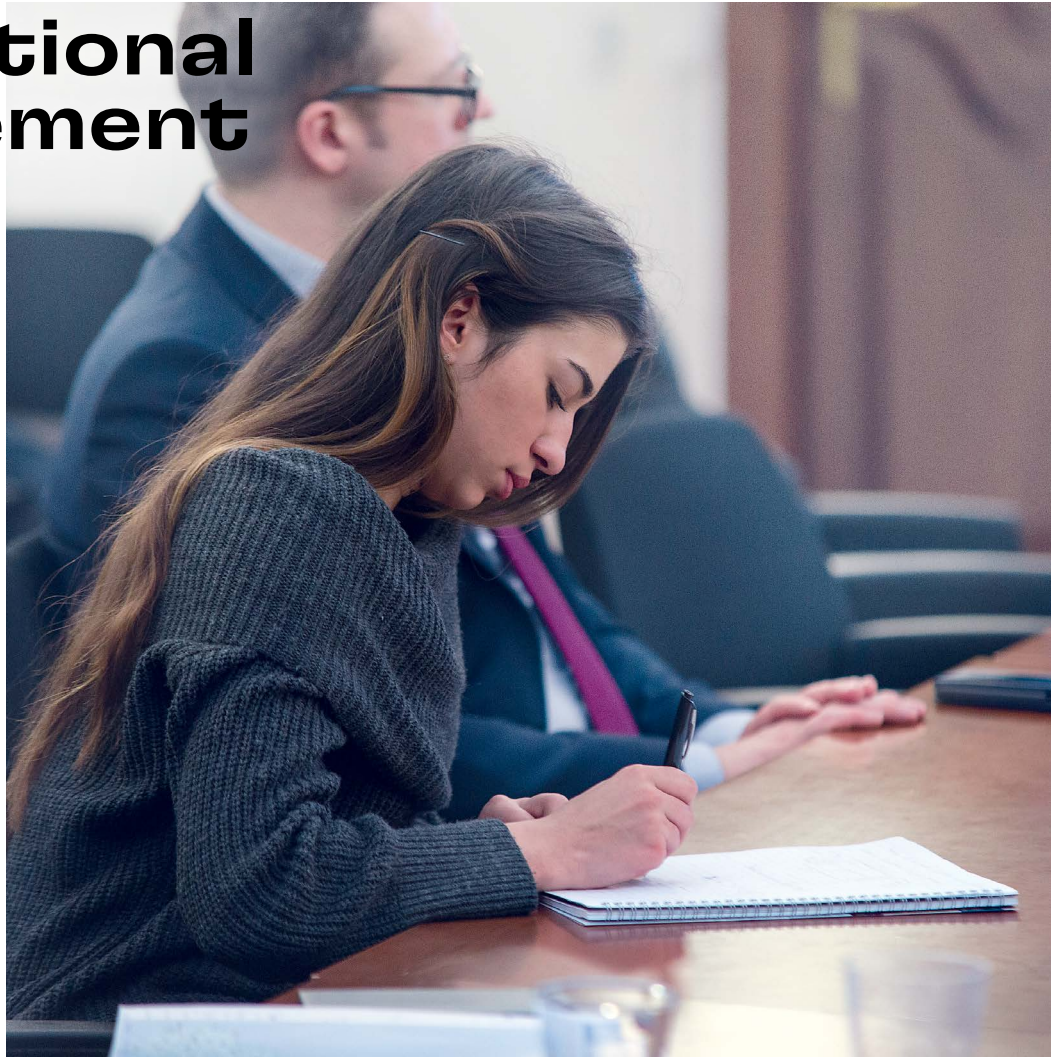


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**Prague City University was the kick-start to my amazing marketing career. It allowed me to get my dream job at Pilsner Urquell, and today, I lead a team in charge of the top marketing campaigns in the Czech Republic. Quality education gave me confidence and solid foundations for the future. What I really appreciate is that we did not only cover theory, but had the chance to work on real-life projects. I would recommend the university a million times.**

**Kateřina Hařková,  
Czech Republic**

# MSc International Management



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LEARN FROM LEADING ACADEMICS AND BUSINESS PRACTITIONERS AND GAIN A BROAD PERSPECTIVE ON CURRENT LEADERSHIP AND MANAGEMENT PRACTICE

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DEVELOP AND APPLY AN UNDERSTANDING OF BUSINESS AND MANAGEMENT TO COMPLEX ISSUES. LEARN TO WORK BOTH SYSTEMATICALLY AND CREATIVELY

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ENGAGE WITH OUR HIGHLY REGARDED INDUSTRY NETWORK PARTNERS AND GUEST LECTURERS

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HAVE THE OPPORTUNITY TO PUBLISH YOUR BEST WORK IN OUR CRIS BULLETIN, PROVIDING INVALUABLE RECOGNITION IN INTERNATIONAL BUSINESS AND ECONOMICS JOURNALS

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EXTEND YOUR LOCAL AND INTERNATIONAL NETWORKS AND SET A CAREER PATH FOR CONTRIBUTING TO BUSINESS AND SOCIETY AS A WHOLE

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TAKE ADVANTAGE OF EXAM EXEMPTIONS FOR CIMA PROFESSIONAL QUALIFICATIONS (SEE PAGE 21)

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ENJOY REGULAR SEMINARS, WORKSHOPS AND GUEST SPEAKERS AT OUR MASTER SPEAKER SERIES

The MSc International Management programme provides the opportunity for deep investigation of contemporary management practices, leadership, strategy, marketing, finance and entrepreneurship. This internationally-recognized degree is designed to instill confidence and develop students' potential to take their career to senior management level and beyond.

This programme is for those attracted to the challenge of working in rapidly-changing business or organizational environments, with an intellectual curiosity and ability for complex analysis.

New business skills and relevant industry experience are gained through participating in real-life projects and case studies; and students are encouraged to develop advanced interpersonal skills to meet the high expectations of global working environments. The programme also presents a continuous opportunity to network with peers, academic staff and industry professionals, who may advise and participate in class sessions.

The core of the programme is a dissertation project, focused on an industry and topic of particular interest and relevance. Additionally, Master's gateway exams are available (in lieu of the majority of lower-tier exams) offering a fast-track to the prestigious professional qualification, offered by the Chartered Institute of Management Accountants (CIMA).

The programme is designed for working professionals and recent graduates who aspire to advanced qualifications, and is offered in both Intensive (12 to 18 months) or Standard (24 to 30 months) formats. Evening and weekend classes provide the flexibility needed to successfully balance work and study.

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**12-18** Intensive  
months Format

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**24-30** Standard  
months Format

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### Semester 1

- Postgraduate Business Research
- Methods
- Managing People in Global
- Organisations
- Sustainable Leadership

### Semester 2

- Managing Operations and Finance
- Strategic Management in an International Context
- Global Business Environment:
- Management and the Economy

### Semester 3

- Dissertation: Business Project

The above details the Intensive Format study option. If studying Standard Format, modules are spread over 4 semesters, plus your dissertation.



# MSc Leadership and Strategic Management



What is  
Distance Learning?  
→ See page 22

GAIN SPECIALIST LEADERSHIP AND STRATEGIC MANAGEMENT SKILLS SPECIFICALLY DEVELOPED IN RESPONSE TO INDUSTRY NEEDS

PROFESSIONAL SKILLS IN NEGOTIATION, TEAMWORK, LEADERSHIP AND MANAGEMENT WITH CONSIDERATION TO CULTURAL VARIATIONS ENCOUNTERED IN GLOBAL BUSINESSES

ENHANCE AND DEVELOP YOUR CAREER TO ACHIEVE A SENIOR MANAGEMENT ROLE

REFLECT ON YOUR WORK-BASED PERFORMANCE AND DEVELOPMENT AND IMPLEMENT NEW LEARNING INTO YOUR WORKPLACE

COOPERATE ON INTERNATIONAL PROJECTS DURING STUDIES

ENGAGE WITH OUR HIGHLY REGARDED INDUSTRY NETWORK PARTNERS AND GUEST LECTURERS

HAVE THE OPPORTUNITY TO PUBLISH YOUR BEST WORK IN OUR CRIS BULLETIN, PROVIDING INVALUABLE RECOGNITION IN INTERNATIONAL BUSINESS AND ECONOMICS JOURNALS

EXTEND YOUR LOCAL AND INTERNATIONAL NETWORKS AND SET A CAREER PATH FOR CONTRIBUTING TO BUSINESS AND SOCIETY AS A WHOLE

ENJOY REGULAR SEMINARS, WORKSHOPS AND GUEST SPEAKERS AT OUR MASTER SPEAKER SERIES

The MSc Leadership and Strategic Management programme provides an innovative one-year business education that examines and reviews diverse leadership roles and responsibilities. It is designed to give working professionals invaluable insight into leadership styles and strategic thinking in the managerial field.

This programme is suitable for working professionals who aspire to become managers and leaders, or those who are already at an executive level and would like to formalise their qualifications and apply their experience in an educational context to develop further.

Students examine the principles of strategic management and successful implementation in businesses and gain a deep understanding of leadership and ethics across cultural contexts and how these factors impact employee management and strategic decision-making.

A unique aspect of the programme is the opportunity for students to undertake a work-based portfolio module where they learn to examine and reflect on their work-based performance and practice and then can implement the learning that develops into their organisation.

This Master's degree can be completed over three semesters including the dissertation, with evening and weekend classes online providing the flexibility needed to successfully balance both work and study. There is a residential component in Prague, either two weekends per semester or one week at the end of each semester.



I never imagined that the combination of tailored classes, attentive and proficient tutors, and a practical approach towards leadership and strategic management scientific theories could be so invigorating. It was mind-blowing to correlate the actions that we, as managers, practice daily, and understand the reasons for those from a scientific standpoint. Even if you are not practised yet, you will have the chance to learn from the beginning how to improve yourself professionally and personally with the help of the theories introduced, experienced colleagues and caring tutors.

**Pedro de Sousa Avelino,  
graduate of MSc  
Leadership and  
Strategic Management**

**12-18** Start in  
**months** September  
or February

Distance Learning  
format only

## Semester 1

- Business Research Methods
- Global Leadership Challenges
- Work Based Portfolio (start)

## Semester 2

- Strategic Management for the Global Environment
- Challenges of Globalisation
- Work Based Portfolio (complete)
- Dissertation (start)

## Semester 3

- Dissertation (complete)

# ACCA Professional Qualification

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Visit our online shop for  
tuition fees and more details:  
[shop.praguecityuniversity.cz](http://shop.praguecityuniversity.cz)

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The Association of Chartered Certified Accountants (ACCA) qualification provides you with the practical skills that give you a clear advantage in the rapidly changing field of finance and accounting. ACCA members are viewed as world-class experts in accounting and their knowledge is appreciated.

We are an official ACCA accredited Computer Based Examination (CBE) centre that offers teaching and examination preparation for all ACCA applied knowledge and strategic professional stages. Flexible teaching is arranged in consultation with the student and is taught by fully-qualified lecturers both online and in classrooms. Course content is delivered either in-person over weekends, during the working week or online via the Digital Campus. The college also offers intensive revision courses which usually take place the week before exams.



I wanted to advance in my accounting career and ACCA felt like the natural path to follow. I studied accounting in my home country of Finland, but now I work in international accounting in Prague. I have an online coach at PCU which was definitely what I needed to move forward. The coach puts a little pressure on me and keeps me motivated with my studies. I have always found it difficult to balance work and studies, but now I've found a suitable balance. ACCA can be quite tricky so it's good to have someone who can help and support me when needed. I have also had very valuable hints on study and exam techniques, and some good tips for my upcoming ACCA exams.

**Martina Berglund,  
Finland**

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PROFESSIONAL EXAM TUITION FROM EXPERIENCED LECTURERS

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REGISTER WITH 'ACCA ACCELERATE' AND OBTAIN ACCA STUDY MATERIALS

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RECEIVE ASSISTANCE AND GUIDANCE FOR INTERNSHIPS AND WORK EXPERIENCE THAT WILL COUNT TOWARDS YOUR ACCA QUALIFICATION

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GENEROUS EXAMINATION EXEMPTIONS FOR BA (HONS) INTERNATIONAL FINANCE & BUSINESS ACCOUNTING STUDENTS AND GRADUATES



# CIMA Professional Qualification

Visit our online shop for  
tuition fees and more details:  
[shop.praguecityuniversity.cz](http://shop.praguecityuniversity.cz)

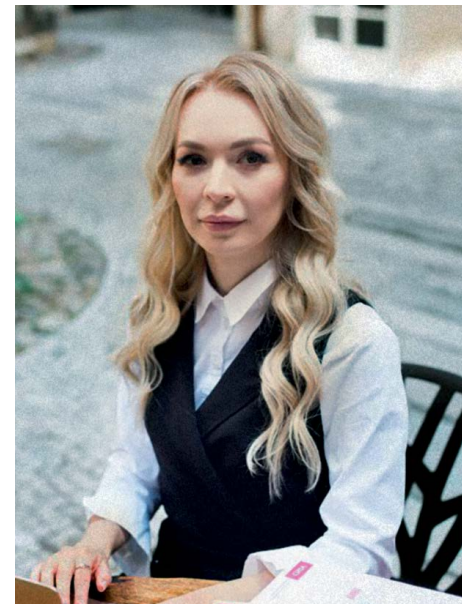
The Chartered Institute of Management Accountants (CIMA) qualification offers a unique blend of management accounting, financial accounting and business-focussed subjects that produce confident Management Accountants who can lead their organisations to sustainable success.

As CIMA's registered learning provider for the Czech Republic, we offer the CGMA Finance Leadership Programme (FLP) courses over all three levels; Operational, Management and Strategic, and across the three pillars; Enterprise, Performance and Financial. The FLP is a self-guided, digital-first programme that uses real-world case simulations to help you develop the entrepreneurial skill set, mindset and experience you need. Our lecturing staff are professionally-qualified and experienced in teaching the CIMA syllabus and preparing students for examinations. Teaching and revision courses are arranged on a flexible basis and course content is delivered either in-person over weekends, during the working week or online via the Digital Campus. Intensive revision courses are also available to individuals and organisations. Revision courses can be booked in advance with the lecturer and usually take place the week before the examination.



CIMA is a proven qualification attracting people who wish to be highly skilled practitioners in Management Accounting. Finance is the main driver that makes business function, so CIMA studies are very relevant to the changing business environment. I learnt new technologies such as Blockchain and Machine Learning, along with skills required for joining the Association of International Certified Professional Accountants.

**Elvira Akimova,**  
**MSc International  
Management  
graduate, Kazakhstan**



PROFESSIONAL EXAM TUITION FROM EXPERIENCED LECTURERS AND CIMA AMBASSADOR SUPPORT

EARN THE CHARTERED GLOBAL MANAGEMENT ACCOUNTANT (CGMA) DESIGNATION

GENEROUS EXAMINATION EXEMPTIONS FOR, MSc INTERNATIONAL MANAGEMENT, BA (HONS) INTERNATIONAL MANAGEMENT AND BA (HONS) INTERNATIONAL FINANCE & BUSINESS ACCOUNTING STUDENTS AND GRADUATES

# Distance Learning Degree Programmes

If you wish to enhance your educational qualifications but do not have time to attend a classic full-time or part-time programme or you would prefer to remain in your current location, then blended learning is for you. Study from any location and enjoy the flexibility and structure needed to support your work and study commitments.

## Distance Learning Bachelor's Degrees

### BA (Hons) International Management

### BA (Hons) International Finance and Business Accounting

Our Global Blended Degree allows us to offer students a 3-year programme delivered online through our Digital Campus. You will experience the best of a PCU education by receiving individual mentoring from our professional lecturers and by actively partaking in all lectures and discussions in the university's Digital Campus alongside your fellow students.

In addition, the programmes are supported by two residential weekend sessions in Prague, per semester.\* This is your opportunity to visit our campus, meet fellow students in your programme, attend workshops with your group and consult with your

lecturers in person. Students can enter the blended learning programme at three points during the academic year: September, February and June, with two modules taken each semester. Bachelor's Degrees are awarded after 8 successfully completed semesters of study.

\*Students are typically required to be present in Prague for examinations, alternatively they can take examinations at a British Council location or arrange to take an open book online examinations.

Monthly tuition payments can be as little as 15,650 CZK! (€ 635)

### Bursary for Professional students

If you are employed by a company which agrees to contribute towards your studies, PCU will match a contribution from your employer, capped at 20 % of the total tuition fee.



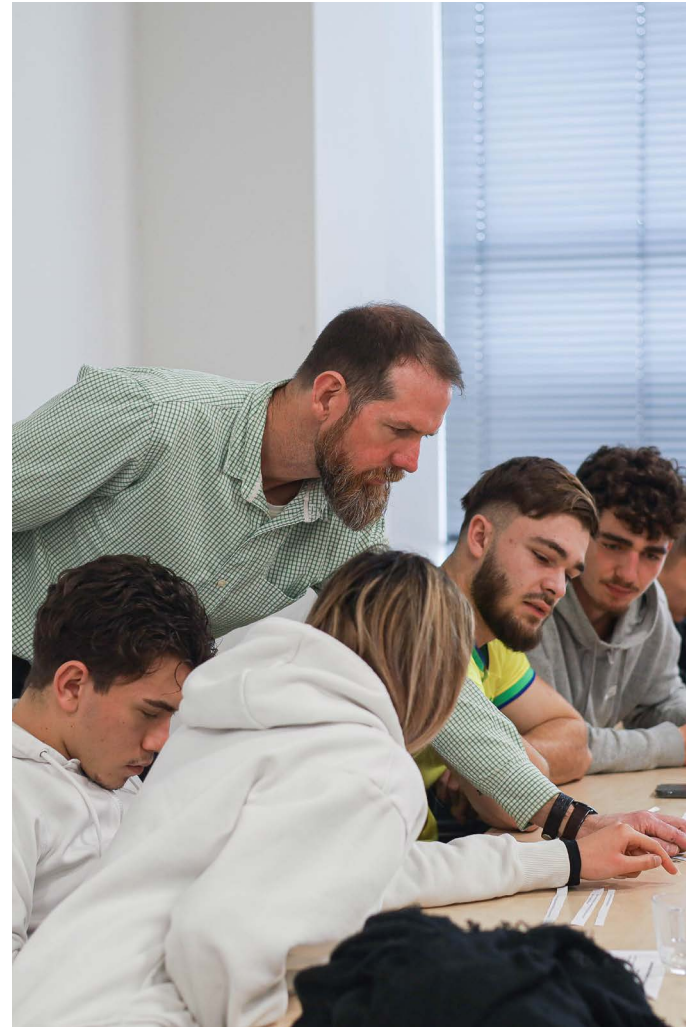
The programme was manageable when combined with my workload and was very beneficial for my professional development. I had the chance to test and implement my learning in real business situations. For me, it was an exciting journey, and an opportunity to learn and improve.

**Emil Nakov,**  
BA (Hons) International Management graduate,  
Bulgaria

## Distance Learning Master's Degree

Our Global Blended Master's Degrees offer you maximum flexibility, regardless of your location. The combination of regular studies in our immersive Digital Campus, supplemented by in-person residential weekends or full weeks in Prague, gives you the opportunity to achieve your goal within as little as 12 months.

Delivery of the programme via the Digital Campus allows for individual mentoring from our professional lecturers and for active participation and discussion with your fellow students.



### **MSc Leadership and Strategic Management**

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This industry integrated degree programme is designed exclusively for working professionals, and offer a convenient fast-track to achieving a Master's degree. The programme is fully undertaken in the Digital Campus, and offers workplace projects that you create in consultation with your lecturer and employer, that can later be implemented into your organisation.

There is a residential component of two weekends per semester, or one week at the end of each semester, where you participate in workshops, consultations and activities alongside fellow students and academic staff from the School of Business. If you are in Prague, in person consultations are also possible.

# Meet our Academic Leadership Team



**Dr. Stefano Cavagnetto, Ph.D.**

Dr. Cavagnetto is Dean of the School of Business, Honorary Professor of Teesside University and Programme Leader for postgraduate studies. He is co-founder of CRIS and responsible for research. He holds a Master's degree in Scientific Communication from COREP in Turin and earned his Doctor degree in Philosophy at the Amedeo Avogadro University in Italy. After undertaking a visiting scholar role at Columbia University in NYC, Dr. Cavagnetto moved to Prague to specialize in Mathematical Logic at the Institute of Mathematics at the Academy of Sciences. He earned his Ph.D. in Mathematical Logic from Charles University. Additionally, he has been a visiting scholar and fellow at the Isaac Newton Institute for Mathematical Sciences in Cambridge (UK) and has been published in the fields of logic, theoretical philosophy, ethics, and strategy. He is also teaching in the doctoral programme at the International Business School in Teesside.



**Dr. Bruce Gahir, DBA**

As Associate Dean of the School of Business, Bruce leads the degree programme in International Finance and Business Accounting, as well as pursuing his own academic interests in questions of financial management and accounting, business ethics, and the management of global economic operations. He also teaches in the CIMA and ACCA programmes, and acts as an adviser in the field of financial services.

He studied theoretical physics (BSc and, MSc) at University College London, and philosophy (MA) at Birkbeck College. He holds a professional qualification in accounting from CIMA and is currently studying for his Doctorate in Business Administration through Teesside University. Before taking up his academic career, Bruce worked for twelve years for multinational corporations and banks in London, including Rhone Poulenc Pharmaceuticals, Midland Bank and HSBC.



**Dr David Gannon, DBA**

Dave is an Associate Dean of the School of Business and is responsible for the BA (Hons) International Management programme. As a senior principal lecturer, his teaching focuses on Human Resources, Cross-cultural Management, and Research Methods at undergraduate and post-graduate level.

He obtained his Master's degree from Sheffield Hallam University, and has experience of teaching in China and Portugal. He has published numerous research papers under the aegis of the university's Centre for Research and Interdisciplinary Studies and is currently studying for his Doctorate in Business Administration through Teesside University.





### **Lucie Rivera, BSc, MA**

Lucie has a responsibility for the cross-faculty Global Blended Degree programmes at PCU. She lectures in International HR, PR and Organisational Behaviour. She graduated in the field of International and European Economic Studies and has a Master's degree in Professional Communication from La Salle University in Philadelphia and is currently studying for her Doctorate in Business Administration through Teesside University.



### **Mgr. Václav Brož, Ph.D.**

Václav Brož joined the School of Business as a Principal Lecturer in early 2022. He teaches finance-oriented subjects at undergraduate and postgraduate levels. He also participates in CRIS (the Centre for Research and Interdisciplinary Studies) activities at PCU.



### **Marek Kocak, BA (Hons), MA, MSc**

Marek teaches in the School of Business, where he specialises in Business Ethics. He is an alumnus of PCU, having received both his BA in International Business Management and, MSc (with merit) in International Management. He subsequently took his MA (with distinction) in Philosophy at Birkbeck, University of London, and is currently pursuing a PhD in Philosophy at Charles University with a focus on the philosophy of mind and ethics.



### **Prof. Dr. Inna Makarenko, Ph.D.**

Prof. Dr. Inna Makarenko, PhD. joined the School of Business as a Principal Lecturer in May 2022 and teaches finance-oriented subjects at undergraduate and postgraduate levels. She also participates in CRIS (the Centre for Research and Interdisciplinary Studies) activities at PCU. Inna was appointed an Associate Professor in 2018 and became a full Professor of Finance in 2022 at Sumy State University, Ukraine. She has a Ph.D. in Finance from the Ukrainian Academy of Banking of the National Bank of Ukraine, a Doctoral degree in Accounting and Auditing from Zhytomyr State University, Ukraine.

**Joel Imhoof, BAsc, MSc**

Joel is a Principal Lecturer and has worked in sales, public relations and advertising both in the USA and in the Czech Republic. Joel is a founding partner of Language & Skills, a network of teachers focused on delivering high-end hard/soft skills seminars.

He specializes in teaching Marketing, Advertising, Business Environment, Research Projects, and Personal Skills and Cultural Development courses.

**Dr. Vladimir Dzenopoljac, Ph.D.**

Dr. Vladimir Dzenopoljac is an Associate Professor at the School of Business and Lead Researcher in Leadership and Strategic Management within the Centre for Research and Interdisciplinary Studies at PCU.

Vladimir was engaged as Assistant Professor at Faculty of Economics, University of Kragujevac, Serbia, where he received his PhD, in the field of impact of intellectual capital on value creation in contemporary enterprises.

**Dr. Vidhu Maggu, Ph.D.**

Vidhu is an Associate Lecturer at the School of Business and has been teaching at PCU since 2014. She specializes in Organisational Behaviour and Human Resource Management and is a Sociologist, Senior Lecturer and corporate trainer.

Vidhu has also been organizing and conducting training workshops for various multinationals and SMEs, covering intercultural and soft skills. She holds a PhD in Sociology and an MBA in General Management.



# PCU Digital Campus

Prague City University has a Digital Campus for online and distance learning, as well as 3 physical campuses in the centre of Prague for in-person teaching.

The Digital Campus has enabled us to continue our high standards of education during the pandemic; but in fact, we have been delivering Global Blended Degree programmes and professional level qualifications online for over ten years.

Investment in technology provides unique and outstanding learning opportunities, regardless of a students' location. Together with small class sizes, the Digital Campus allows lecturers to prioritize students' needs, with an emphasis on individual attention and mentoring. Access to resources and real-time interaction provide an immersive online experience with a personal, human touch.

Furthermore, in October 2021, the online learning platform LinkedIn Learning was introduced with the launch of the Prague City Architecture course, expanding the opportunities for all PCU students.

“

As a frequent traveler with no fixed working hours, I found that PCU's Blended programme through the Digital Campus was the only one that reflected my needs. PCU has the systems, platforms and processes in place for distance learning, it really does not matter which country you are in.

**Emil Nakov, Business Professional & PCU Master's student**



INDIVIDUAL MENTORING OF STUDENTS BY LECTURERS AND PROGRAMME LEADERS

COMPREHENSIVE FEEDBACK FROM LECTURERS THROUGHOUT THE CLASS AND PROGRAMME

USE OF THE VIRTUAL LEARNING ENVIRONMENT (VLE) TO PROVIDE COURSE MATERIALS AND SUPPORT

ACCESS TO DIGITAL LIBRARIES AND RESOURCES

REAL-TIME CLASSES WITHIN A VIDEO CONFERENCING PLATFORM ALLOWING FOR CLASS DISCUSSIONS, GROUP BREAKOUT WORK, THE USE OF PRESENTATION SCREENS AND WHITEBOARDS TO SHARE IDEAS

WORKSHOPS, MASTER SPEAKER SERIES LECTURES

OCCASIONAL PRE-RECORDED LECTURES, TO BE WATCHED AS MANY TIMES AS YOU LIKE BEFORE OR AFTER LESSONS, ALLOWING FOR REAL-TIME CLASSES TO FOCUS ON DISCUSSION AND GROUP PROJECTS

# What do I need to apply?

We make the application process for each of our applicants as smooth and easy as possible. We talk to each applicant to understand their needs and requirements, as we wish to offer the best possible choice of programme. Our study advisors, lecturers and students are always happy to share their experiences with applicants.

	Foundation Diploma	Bachelor's Level	Master's Level
Confirmation of previous education	YES	YES	YES, Bachelor's degree
Confirmation of English level upon entry	YES, IELTS 5.0 or above**	YES, IELTS 6.0 or above**	YES, IELTS 6.0 or above**
Letter of motivation	YES, 300 words minimum	YES, 300 words minimum	YES, 500 words minimum
Final interview	YES	YES	YES
Curriculum vitae	NO	YES, Global Blended Degree applicants only	YES
Two recommendation letters from lecturers or employers	NO	NO	YES

Applicants need to have 2 years work experience and currently be in employment when applying to the MSc Leadership and Strategic Management programme.

\*\* Other internationally-recognised English language certificates are accepted.

# Scholarships

Applicants for **full-time or blended learning programmes** at Prague City University are eligible to apply for a scholarship covering up to 50% of tuition fees. Scholarships can be awarded for either a single academic year or the duration of the whole programme.

The **Academic Excellence Scholarship** is for outstanding academic achievement and/or engagement in an academic context and the **Academic Excellence Progression Scholarship** is awarded to all Bachelor's degree graduates of any programme at PCU who decide to continue onto a Master's degree within the first year of finishing their Bachelor's degree. The scholarship awarded depends on the final classification of the Bachelor's degree.

The **Social Engagement Scholarship** is awarded for voluntary or school activities, or more generally for positive community engagement in society. At Master's level we also take into consideration applicants' work experience and contributions in the workplace.

The **Professional Excellence and Social Entrepreneurship Award for Blended Learning students** looks primarily for exceptional achievement in a professional and social context, as well as leadership and entrepreneurial skills. Evidence from the fields of business, IT or humanitarian engagement will be recognized.

## Support for local students

We also have a special fund to support students coming from Czech-language and Slovak-language secondary schools and universities.

## Industry Network discount

If you work for a company which is part of our Industry Network, you qualify for an automatic 10% discount, regardless of whether you or your company are paying for tuition.

## Bursary for Professional students

If you are employed by a company which agrees to contribute towards your blended programme studies, PCU will match a contribution from your employer, capped at 20 % of the total tuition fee.

# Begin your application today!

You can get started right away on our website at [www.praguecityuniversity.cz](http://www.praguecityuniversity.cz). You can also contact us at (+420) 222 101 020 or [admissions@praguecityuniversity.cz](mailto:admissions@praguecityuniversity.cz) to speak to one of our admissions specialists.



## City Centre Campus

Hybernská 24, Prague 1, 110 00  
Czech Republic

## Bishop's Court Campus

Biskupský dvůr 6, Prague 1, 110 00  
Czech Republic

## Pragovka Campus

Kolbenova 923/34a, Prague 9, 190 00  
Czech Republic

info@praguecityuniversity.cz  
(+420) 222 101 020

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