

A young man in a black graduation cap and gown with a bright green sash is speaking at a podium. The sash has "Prague College" written on it in gold. He is wearing glasses and has a slight smile. In the background, other graduates in black gowns with orange and red stoles are visible, seated at a table. A microphone is positioned in front of him.

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The logo consists of three horizontal white bars of varying lengths, stacked vertically.

Prague College

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Michal Kroča has founded a fitness centre, an online store and his own original product, Party Frame, since graduating with a Bachelor's degree in Graphic Design from Prague College. And yet he still has time for his day job as in-house designer and head of graphic production. Head of Communications at Prague College, Alex Went, recognises his talent: 'Of course we wanted to hire him after he finished his studies here. The quality of work is exceptional, but above all, Michal can execute new projects quickly. Literally, he can achieve in twenty minutes something that might take others twenty days.' Michal credits his entrepreneurial interests to incredible support from his family, and to the people and the ethos he encountered at Prague College. 'The university is full of people who are both talented, and want to do something for themselves and the world. With that kind of inspiration around you, of course you want to do the same!'

BA (Hons) Graphic Design, 2014

Christophe Wechsler studied Graphic Design at Prague College, and in only a short time rose to the position of art director at advertising company Fallon, where he was responsible for the art direction, copywriting and filming of the Škoda Kodiaq campaign. 'Last year my team won first place in the 'Young Lions' competition for creatives under 30 and we got the opportunity to represent the Czech Republic at the Cannes Lions International Advertising Festival - the Oscars of the creative world.' He is now Art Director at WMC/Grey Czech Republic.



BA (Hons) Graphic Design, 2015



Marie Silondi is the executive director of Zorya Jewellery Studio, and the recipient of the most prestigious design award in the country, the Czech Grand Design award. With a background as an artist and in cultural management, she came to Prague College to study for her Master's in International Management, where her dissertation explored ways to introduce and embed business strategy in creative industries. After her studies she embarked on her career as a highly-regarded consultant for micro-jewellery companies and creative businesses in the region.

MSc International Management, 2015

Petr Roudenský completed his Master's degree in Computing. His thesis was based on the development of his own innovative software and hardware to help patients suffering from neurodegenerative diseases to communicate with their friends, families and carers. As well as graduating with distinction, Petr was awarded the Dean's Award from Teesside University in the United Kingdom, marking his project as the outstanding work in the estimation of Teesside's School of Computing. He is the author of three books on computing in Czech, including 'Kvalita softwaru: teorie a praxe'. ('Quality of software in theory and practice')



MSc Computing, 2014



Luis Landa is a Bolivian citizen with a global heart. He intends to work around the world, and with careful attention to his own financial and fiduciary responsibilities - as properly befits a future accountant and finance director - he chose Prague College for his BA (Hons) in Business Finance & Accounting. 'I thoroughly enjoy strategy, and finance is a passion. The college offered the degree and, crucially, the international environment.' Luis also took the chance to apply for ACCA membership through the college, completing an internship at Coca-Cola HBC as part of his required training.

BA (Hons) Business Finance & Accounting

Jan Rosický graduated with a Bachelor's in Graphic Design, and during his time at Prague College became the first Czech in history to win a prestigious Royal Society of Arts (RSA) Student Design Award, whose previous winners include Jony Ive, later Chief Design Officer for Apple. Jan won for his design for a contactless payment device, and the accompanying app that automatically organizes and monitors your spending budget. His concept has already inspired one bank in the UK and one in the Czech Republic to work on its further development.

Jan may have studied design, but he is a perfect example of a student who is attracted to the interdisciplinary values of Prague College. He has since gone on to found the company Invent Medical in Ostrava. Of his vision and goals, Jan says 'Some people are challenged in their lives with obstacles most of us do not face. Our mission is to make their lives better and more enjoyable through a new generation of medical products and services. We strive to redefine the user experience of healthcare.' Jan has now been recognized in the 2017 Forbes '30 under 30' listings in the Czech Republic.



BA (Hons) Graphic Design, 2016



Damien Kohut came from France to study at Prague College and completed his Master's in International Management here. Having become convinced of a gap in the market for proper financial guidance for foreigners, he set up a trade license, took his Czech National Bank exams, and obtained one of the first brokerage licenses to be awarded to a French national. 'I believe in a tailor-made approach to people, a professional and quality service, and a strong understanding of the principles of financial literacy.' Now he has formed Profi Expats - an international division of expats helping expats in financial matters, as well as the online Expats Center, a portal acting as a single trusted source of quality services in areas beyond the simply financial.

MSc International Management, 2017

Charlotte Vacková came to Prague College to study for her Bachelor's degree in Fine Art Experimental Media. While still a student she won a film competition sponsored by the Czech Republic's largest energy supplier, CEZ. The strong impression made by her portfolio of film and video was rewarded with a coveted place on the Master's course in Film Direction run by Screen Academy Scotland. But she knows where the story really began: 'I chose Prague College rather than a classical film school because I wanted to avoid the stereotypical approach and bring an edgier quality to my work.'



BA (Hons) Fine Art Experimental Media, 2015



Patricio Iburgüenoitia is the founder of one of Prague's most well-known brands, the Mexican restaurant chain 'Las Adelitas'. He started developing the company while studying for his BA (Hons) in International Management at Prague College. What was his takeaway from his student days? 'Three things. First, I learnt to be really much better organized. Second, Prague College gives its students the freedom to learn and develop ideas beyond the curriculum – very important! Finally, the lecturers gave consistent helpful feedback. They were very supportive to me.'

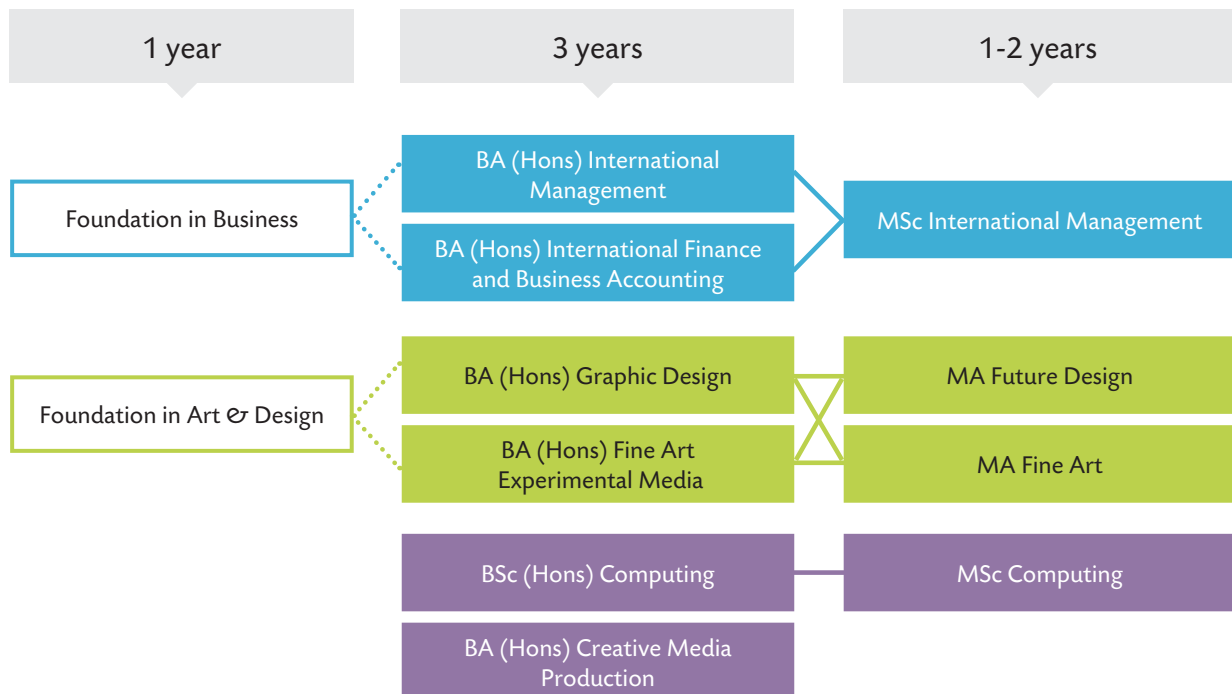
BA (Hons) International Management

Vít Horký graduated with a BA (Hons) in International Management in 2009. One year later, he founded Brand Embassy, a platform to help businesses develop customer services through social media channels. It has become one of the most successful companies of its type, attracting millions of dollars in investment and since 2014 operating worldwide. 'For my professional path I needed practical knowledge and experience. Prague College gave me much more. Evening and weekend classes did not affect my working arrangements, and I had exceptionally high-quality lecturers with a personal passion for teaching. Above all, Prague College made me bold and no longer afraid to pursue my own opinions.'



BA (Hons) International Management, 2009

Prague College Programmes



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