



PRESS RELEASE

New trend at universities: educational programmes for the gifted

The continually increasing number of university students has led to a more „mass“ approach in education, which is usually damaging the more gifted students. Many foreign economic universities have therefore in recent years launched special educational programmes for talented students. These programmes are characterized by an individual approach and the strong involvement of the business sector. This trend of „elite“ education has also reached the Czech Republic.

Prague, October 4th 2007

The University of Regensburg was the first to launch an educational programme for the gifted in Germany, in 2003. The result was an immediate jump of its rating by 15 places ahead in the official rating of German Universities. *“At the beginning, we had problems with the word “elite”. Today the view on elite educational programmes has changed – they represent an important competitive advantage,”* says **prof. Michael Dowling** from Regensburg University, adding: *“Our elite educational programme is intended for the top 5% of the most talented students; nevertheless, its introduction has resulted in a better assessment of all of our students.”*

The University of Economics, Prague will launch its programme for gifted students, called “Honors Academia”, this October. The guarantor of the programme, **prof. Ing. Ivan Nový, CSc.**, said: *„Czech companies still do not inquire too much about the source of the university diploma of their applicants. With the increase in the number of university educated people, however, the rating of a university and even the faculty will become more and more important. A diploma from a renowned university and certificate from a quality extraordinary programme will sharply increase the value of the student on the labour market. “*



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Another programme which has already existed at VŠE for a few years is the internationally renowned two-semester **CEMS Master's Degree in International Management**. Each year, 40 select students join this programme, which includes a semester abroad at one of the partner universities, and a 10-week internship at a chosen company abroad. The graduates of the programme mostly join international companies, which have immense interest in them. Their future financial remuneration is several times higher than the national average.

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The University of Economics, Prague (VŠE) is the largest economic university in the Czech Republic. Nowadays, over 15 thousand students study at the six faculties here. These are: the Faculty of Finance and Accounting, the Faculty of International Relations, the Faculty of Business Administration, the Faculty of Informatics and Statistics, the Faculty of Economics and Public Administration and the Faculty of Management in Jindřichův Hradec. The graduates of VŠE occupy important functions in the private as well as public sectors. Most of them go to different branches of industry and services, business, marketing, banking, public management, accounting, auditing, tourist trade and to the field of information technologies. VŠE's honorable title of doktor honoris causa has been awarded to many important Czech and international economists, e. g. Nobel Prize winner prof. Robert A. Mundell, prof. Milton Friedman and prof. Gary S. Becker.

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Honors Academia – programme for excellent students of VSE

In October, the first group of select VSE students will join an elite educational and training programme called „Honors Academia“. The main advantage of this programme is the strong involvement of many important companies. In the future the programme should be made accessible to the students of other Czech universities as well.

Prague, October 4th 2007

Among others, the following companies will participate in the programme: Škoda Auto, Deloitte, Veletrhy Brno, Ipsos Tambor, Johnson & Johnson, Nielsen, TSR, HMC Group, Schenker Logistics and Pražské jaro. CZECH TOP 100 and Ekonom are also partners of the project. **Experts and managers from the business sector** will provide a significant part of the training. Furthermore, every student will complete a **two-month internship** at a company of his/her choice. Two **foreign universities** that already run similar programmes, Universität Regensburg and the University of Denver, will also participate in the training.

The programme „Honors Academia“ is open for **Master's students**. Applicants will be selected by specialists from the Department of Business Psychology and Sociology. It is not meant as a substitution for a standard education and will be held mostly in the form of block and off-semester education. After passing a final exam (in the form of a group discussion), the graduates will receive a **certificate**.

The project is mainly **sponsored** by financial contributions from companies as well as the MŠMT development program. Students who participate will share in the costs in the amount of 10.000 crowns each. More info can be found on the web page www.honors.cz.