



PRESS RELEASE

VŠE Opens for the 23rd Year an MBA Program for French-speaking Applicants

For more than 20 years, the University of Economics, Prague (VŠE) – as the only educational institution in the Czech Republic – has offered French-speaking managers an MBA program with a diploma accredited by the Ministry of National Education, Youth and Sport of France. The MBA program – Master Management et Administration des Entreprises – is designed primarily for graduates without an academic background in management.

Prague, 26 February 2013

The French-Czech Institute of Management (IFTG) was founded at VŠE thanks to an initiative of the French Embassy in Prague in 1990. Due to the ongoing cooperation as well as support by the French government, this investment is very fruitful in terms of its production of highly qualified French-speaking managers and intensive cooperation between universities in France and VŠE.

“For the employment market, the ability to speak French represents a great competitive advantage since there are almost 500 French-headquartered companies in the Czech Republic; Prague is frequently selected for the regional head office of these multinational companies. Knowledge of English is an essential precondition, yet it is not sufficient. The program’s graduates find employment easily not only thanks to their knowledge of languages, but also due to their ability to adjust to the French business environment”, says Prof. Hana Machková, IFTG Director and VŠE Vice-President for International and Public Relations.

The MBA-MAE program is operated in cooperation with French universities including the Université Jean Moulin Lyon 3 (IAE Lyon), Université Paris 1 – Panthéon-Sorbonne (IAE Paris) and Audencia Nantes. Its students are registered at IAE Lyon. Lectures are given by both French and VŠE academics. Links with the professional sphere are provided via lecturing professionals from Komerční banka, L’Oréal and Havas Worldwide (formerly known as Euro RSCG).

The studies are focused on a broad range of fields contained within the area of corporate management. Classes take place between June 2013 and January 2014, in the form of 10 one-week intensive educational modules. The studies are focused on corporate and labor law, human resource management, marketing, international business environment, corporate governance and social responsibility, information systems and project management, accounting, controlling, financial management, strategic management, logistics and quality management, and personal development for managers. Upon completion of the theoretical part of the program, students are required to undertake at least a 3-month internship in a company in the Czech



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Republic or abroad; the internship may be substituted by a project worked on with one's employer. Students must defend their thesis in French.

Thanks to support by the Embassy of France in Prague, tuition for the program is offered at the advantageous price of CZK 54,000. The application deadline is **29 March 2013**.

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The University of Economics, Prague (Vysoká škola ekonomická v Praze) is the leading university in the field of management and economics in the Czech Republic. The University of Economics, Prague is composed of more than 20,000 students and has six faculties – five in Prague and one in Jindřichův Hradec in South Bohemia. These include: the Faculty of Finance and Accounting, the Faculty of International Relations, the Faculty of Business Administration, the Faculty of Statistics and Informatics and the Faculty of Economics and Public Administration. The faculty based in Jindřichův Hradec is specialized in management. Graduates of the University of Economics, Prague occupy responsible positions in the private as well as in the public sector. Most of them are employed in the sectors of industry and services, trade, marketing, banking, public administration, accounting, audit, tourism and the field of information technology. Many significant Czech and foreign economists have obtained the University's honoris causa title; for example, the Nobel Prize winner Prof. Robert A. Mundell, Prof. Milton Friedman and Prof. Gary S. Becker. More information at <http://www.vse.cz/index-en.php>.

Contact

Jan Martin Rolenc

Spokesperson
Tel.: 00420 224 095 754
Mobil: 00420 723 770 696
E-mail: pr@vse.cz

Prof. Hana Machková

IFTG Director and VŠE Vice-President for International and Public Relations
Tel: 00420 224 095 799
E-mail: machkova@vse.cz