The Czech Republic is a wonderful country landlocked in the very heart of Europe and since May 1, 2004 a member state of the European Union.

**Czech Republic**

The capital of the Czech Republic is Prague, which is also the largest city with about 1.2 million people and a major tourist attraction. Known as the “golden city of spires,” Prague has architectural splendors that span a thousand years – from early Romanesque architecture to modern functionalism. Prague has a unique collection of historical monuments dominated by Prague Castle, which towers high above the city, overlooking the Vltava River.

The most famous Czech king ever was Charles IV, who was also crowned the Holy Roman Emperor in 1355, and while living in Prague, he ruled over half of Europe. It was a period of great economic and cultural growth. The country remained independent until 1526, when the Czech Kingdom became a part of the Austrian monarchy, centralized in Vienna.

The independent Republic of Czechoslovakia was formed in 1918, after the collapse of the Austro-Hungarian Empire. In 1948 Czechoslovakia became a communist-ruled state. The regime collapsed in 1989. On January 1, 1993 Czechoslovakia dissolved peacefully into two separate countries, the Czech Republic and Slovakia.

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**The Czech Republic has been a member of the European Union since 2004.**

**Location:** Central Europe  
**Capital:** Prague  
**Bordering countries:** Germany, Poland, Austria and Slovakia  
**Total area:** 78,866 sq. km  
**Climate:** Temperate, four seasons, warm summers, cold, snowy, humid winters  
**Population:** Slightly above 10 million people
Dear students,

the following pages are to persuade you that to study at the University of Finance and Administration in Prague, the heart of Europe and the metropolitan town with a thousand year long tradition, is a good decision. You will discover that we provide good quality study programs comparable to those anywhere in the world. We hold a Diploma Supplement (DS) Label and we use the European Credit Transfer System (ECTS) Label. Our experienced pedagogues teach in English. A wide range of opportunities you can experience is not just confined to studying. Furthermore, our students are provided with modern facilities.

It is also worth mentioning that, in addition to the beauty of this city, seeped in history, yet full of life, there is the added attraction of none-too-high costs on studies and living.

Leaf through our brochure and be tempted – Prague will welcome you with open arms.

Dr. Bohuslava Šenkýřová
The Rector

motto of the University of Finance and Administration

„We will become your whole life partner in education and an indispensable guide through the 21st century leading you to your professional success.“
“The mission of the University of Finance and Administration is to become a foremost respectable and sought after educational and research institute, which creates good conditions for a permanent career growth and full personality development of its graduates. By graduation from our University, the students will gain a competitive advantage and they will be successful on the labour market throughout their entire productive life.”
The University of Finance and Administration was founded in 1999 as a charitable trust. Currently, it has around 5,000 students and provides all levels of higher education: a bachelor study program (undergraduate – Czech Bc. degree and international BSBA degree) and a master study program (graduate – Czech Ing. degree and international MBA/MPA degrees). The University holds the ECTS Label and also the DS Label, which is a clear proof of its developed mobility and continually developing internationalization.

**SCIENTIFIC CONFERENCES**

We organize significant scientific conferences. Our conferences hosted top researchers like Sam Peltzman from The University of Chicago, Nicholas Barr from the London School of Economics or Sergej Falco from the Moscow State Technical University.

**INTERNATIONALIZATION**

We lay a stress on international cooperation, mobility and on foreign students. Presently, we teach almost 1,000 foreign students. The number of pedagogues and employees communicating in English is thus growing.

**GLOBAL MANAGEMENT CHALLENGE**

We are a national organizer of The Global Management Challenge in the Czech Republic and Slovakia. With more than 500,000 university students and company managers participating throughout the world, it is by far the largest strategy and management competition in the world.

**RESEARCH AND DEVELOPMENT**

We are the first private economic university which offers a doctoral study program in the field of Finance and we have the first graduates. Our own grant agency helps to involve students in research.

**STUDENT MOBILITY PROGRAMS**

Each year we welcome more and more students from diverse parts of the world thanks to the programs and projects, such as the summer school or „Erasmus+ Programme“, as well as thanks to full time bachelor and master study programs taught in English.
City University of Seattle has been one of the major international partners of the University of Finance and Administration since 2002. In 2005 we started offering the so called Joint Degree programs. Upon their completion, the students receive both, the Czech and American Degrees.

City University of Seattle – a private nonprofit university – was founded in 1973 and since then it has been offering a high quality and relevant education to anyone with the desire to learn. During its 40-year history, CityU has engaged more than 50,000 graduates from around the world through its online and onsite degree programs.

Aside from its flagship campus and headquarters in Seattle, CityU offers a multitude of programs at various locations throughout Washington State, Australia, Canada, China, Czech Republic, Greece, Mexico, Romania, Slovakia, Switzerland, and Vietnam.

„The major international partner of the University of Finance and Administration since 2005.”
### International Study Programs

#### Business Management and Corporate Finance

<table>
<thead>
<tr>
<th>Degree</th>
<th>Duration</th>
<th>Qualification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bc. Business Management and Corporate Finance</td>
<td>3 years</td>
<td>Bc.</td>
</tr>
<tr>
<td>Ing. Business Management and Corporate Finance</td>
<td>2 years</td>
<td>Ing.</td>
</tr>
<tr>
<td>MBA Master of Business Administration</td>
<td>2 years</td>
<td>MBA</td>
</tr>
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</table>

Joint Degree „B“

<table>
<thead>
<tr>
<th>Degree</th>
<th>Duration</th>
<th>Qualification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bc. Business Management and Corporate Finance</td>
<td>3 years</td>
<td>Bc.</td>
</tr>
<tr>
<td>BSBA Bachelor of Science in Business Administration</td>
<td>2 years</td>
<td>BSBA</td>
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</table>

Joint Degree „M“

<table>
<thead>
<tr>
<th>Degree</th>
<th>Duration</th>
<th>Qualification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ing. Business Management and Corporate Finance</td>
<td>2 years</td>
<td>Ing.</td>
</tr>
<tr>
<td>MBA Master of Business Administration</td>
<td>2 years</td>
<td>MBA</td>
</tr>
</tbody>
</table>

#### Marketing Communication

<table>
<thead>
<tr>
<th>Degree</th>
<th>Duration</th>
<th>Qualification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bc. Marketing Communication</td>
<td>3 years</td>
<td>Bc.</td>
</tr>
<tr>
<td>Ing. Marketing Communication</td>
<td>2 years</td>
<td>Ing.</td>
</tr>
<tr>
<td>MBA Master of Business Administration</td>
<td>2 years</td>
<td>MBA</td>
</tr>
</tbody>
</table>

Joint Degree „B“

<table>
<thead>
<tr>
<th>Degree</th>
<th>Duration</th>
<th>Qualification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bc. Marketing Communication</td>
<td>3 years</td>
<td>Bc.</td>
</tr>
<tr>
<td>BSBA Bachelor of Science in Business Administration</td>
<td>2 years</td>
<td>BSBA</td>
</tr>
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</table>

Joint Degree „M“

<table>
<thead>
<tr>
<th>Degree</th>
<th>Duration</th>
<th>Qualification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ing. Marketing Communication</td>
<td>2 years</td>
<td>Ing.</td>
</tr>
<tr>
<td>MBA Master of Business Administration</td>
<td>2 years</td>
<td>MBA</td>
</tr>
</tbody>
</table>

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University of Finance and Administration

City University of Seattle
These fully accredited 3-year-long (undergraduate – Bc.) and 2-year-long (graduate – Ing.) study programs in English, valid across the EU, focus on the preparation of specialist and managers of business organizations, manufacturing enterprises and companies providing specialist services. The main group of courses taken by students contains the areas of finance, innovation, strategy, marketing and social sciences. The program reflects on current market trends connecting academic theory with managerial practice.

**BACHELOR’S DEGREE**


**MASTER’S DEGREE**


For more information click/scan: [QR Code]
These fully accredited 3-year-long (undergraduate – Bc.) and 2-year-long (graduate – Ing.) study programs in English, valid across the EU, aim at preparing highly qualified specialists ready to take leading managerial posts especially in marketing, communication, promotional and PR departments of companies and specialized agencies, in business and financial areas and in the area of public administration.

**BACHELOR’S DEGREE**

**Courses:**
- Foreign Language | Application
- Application Software | Microeconomics | Macroeconomics
- Law | Sociology | Marketing | Statistical Methods
- Business Management | Marketing Communications
- Structure | Economic Theories Development | Media Development | Sales Promotion | Advertising
- Professional English in Use-Marketing | Bachelor Seminar | Civil and Business Law | Direct Marketing
- Customer Relationship Management | Public Relations | Bachelor Project | Public Opinion
- Formation | Psychology | Electronic Marketing
- Sociology of Human Relations | Copyright Law and Media Law | Political Science | Communications Skills | Publishing Management | Corporate Communication with Media | Ethics

**MASTER’S DEGREE**

**Courses:**
- Presenting Skills | Introduction to Database Systems | Integrated Marketing Communication | Consumer Behavior | Law and Ethics in Communication | Corporate Marketing Management | Corporate Cultural and Internal Communication | Managerial Economics | Media Analysis | Creating Multimedia Presentations
- Microeconomics | Macroeconomics | Sociological Theories of Modern Society | Marketing Research Methods | Diploma Seminar | Diploma Project
- Intercultural Marketing and Communication | Sociology of Marketing Communication | Marketing and Tourism Management | Communication Skills

For more information click/scan:
Developing practical managerial skills, communication and business decision-making capability.

The degree is designed to give a broad knowledge of the functional areas of a company, and their interconnection, while also allowing for specialization in a particular area.

The degree develops the students’ practical managerial skills, communication skills and business decision-making capability. Many programs incorporate training and practical experience, in the form of case studies, projects, presentations or teamwork.

The core topics comprise: accounting, business law and ethics, economics, finance, management information systems, marketing, operations management, organizational behavior, quantitative techniques (business statistics, financial mathematics, operations research) and strategic management.

Since 2003 the University of Finance and Administration has been offering BSBA and MBA degree study programs in cooperation with the City University of Seattle.

The University of Finance and Administration offers a BSBA from City University of Seattle within the 3-year-long Joint Degree program.

For more information click/scan:
The Joint Degree program incorporates two study programs from two universities into one, within the time frame of just one program, while diplomas are issued by both universities. The University of Finance and Administration offers degrees from City University of Seattle.

**BUSINESS MANAGEMENT AND CORPORATE FINANCE & BSBA**


**MARKETING COMMUNICATION & BSBA**


For more information click/scan:
The 2-year-long MBA program prepares students for top managerial positions in international companies or for leading their own firms via a comprehensive, yet intensive and practical, approach. The current emphasis areas include Global Management, Marketing Management and Finance Management. In the context of lifelong learning, there is no alternative to this MBA program for entrepreneurs and top management on the global market.
The Joint Degree program incorporates two study programs from two universities into one, within the time frame of just one program, while diplomas are issued by both universities. The University of Finance and Administration offers degrees from City University of Seattle.
The University also offers a range of courses taught in Czech, which can be basically divided into economic and social ones.

**Faculty of Economic Studies**

**Courses in Czech**
- Applied Informatics
- Banking
- Business Management and Finances
- Finance and Financial Services
- Insurance

**Faculty of Social Studies**

**Courses in Czech**
- Law in Business
- Law in Public Administration
- Marketing Communication
- Political Science
- Public Administration
- Sociology
- Social Policy
For more information on admission requirements, tuition and fees visit our website.

Attach a copy of your secondary-school diploma, bachelor’s or master’s degree, or recognition of your foreign diploma by the Czech authorities (see below), and the application fee payment receipt.

Recognition of your education attained abroad is a significant admission requirement that has to be met in order to enrol for study in any higher educational institution of the Czech Republic.

The academic recognition is based on a detailed comparison of study plans to establish whether the foreign program is equivalent to the educational one of the same level provided in the Czech Republic.

EU and EFTA nationals (i.e. citizens of the 27 EU member states, plus Norway, Iceland, Liechtenstein and Switzerland) do not require a visa or other permit to study at the University of Finance and Administration and to stay on the territory of the Czech Republic.

Non-EU or EFTA students are required to apply for a residence permit if they are going to stay on the territory of the Czech Republic for more than three months. Visas and residence permits are issued at Czech embassies and consulates in the countries of the students’ origin (and/or country of residence), and must be obtained before coming to Prague.
University life is not just about studying scripts and taking exams. It is also about doing other study or leisure time activities.

Let our offers tempt you to enjoy university life on your own.

**INTERLINK OF STUDIES AND PRACTICE**

We also try to interlink studies with practice. Our students are given lectures by renowned practising specialists. We enable our students to go on interesting study visits.

**MULTIMEDIA CENTER**

Thanks to our fully equipped TV studio, students can gain the skills needed for multimedia presentations and they can try those professions involving audiovisual production.

**INTERNATIONAL STUDENT CLUB**

The International Student Club organizes events for both, home and foreign students.

Here, a foreign student can find some friends – „Buddies“ who help him/her to become familiar with a foreign environment.
INTernational OFFice
The International Office arranges short and long-term study visits abroad, as well as placements. It organizes summer schools and arranges MBA and BSBA study programs in cooperation with City University of Seattle.

STUDENT CLUB
The school building offers modern catering and relaxation facilities.

STUDENT CLUB
The school building offers modern catering and relaxation facilities.

SOCIAL EVENTS
The University organizes a wide range of cultural events, like a ball, a steamboat trip for our graduates, a children’s day, regular student parties, etc.

STUDY FACILITIES
The University is a modern school with up-to-date equipment. There is an internet access through wi-fi.

The school has its own library with an electronic catalogue and the universities press with an e-shop. The modern information system enables electronic communication.

SPORT EVENTS
The Football University Team cooperates with a local league club.

We organize regular floorball tournaments and skiing courses for our first year students. There is a touristic club for the students and pedagogues of our school.
University of Finance and Administration offers a great value for your investment into your own future. Studying the American way, cost-effectively and in a beautiful European setting is a smart decision to make. Earn your degree in Prague.
Partnership of Schools

Education for all generations

3 YEARS
Magic School
Nursery School (3 years)

6 YEARS
Magic School
Elementary School (5 years)

11 YEARS
Bankovní akademie
BAG8 – Grammar School
Daily study (8 years)
Distance learning (4 years)

15 YEARS
Bankovní akademie
High School (4 years)

18 YEARS
18 years plus
City University of Seattle in CR
Bachelor of Science in Business Administration

21 YEARS
21 years plus
City University of Seattle in CR
Master of Business Administration

25 YEARS
25 years plus
Vysoká škola
finanční a správní
Bachelor studies (3 years)

3 YEARS
Vysoká škola
finanční a správní
Master studies (2 years)

3 YEARS
Bankovní akademie
Vocational College (3 years)

Bc.

Ing., Mgr.

Ph.D.

3 YEARS
Vysoká škola
finanční a správní
Doctor’s Degree study (3 years)

PRAGUE

and the University of Finance and Administration

Heart of Europe

The Rector