



# BACHELOR'S PROGRAMS



**UNIVERSITY OF NEW YORK IN PRAGUE**

Educating Tomorrow's Leaders



## Letter from the President

Dear students,

Our era is characterized by increasing globalization. Every day, technological advances that allow for the instant transmission of information change the way we communicate, the way we work, the way we learn and the way we live our lives. At the same time, international trade and tourism and worldwide media communication are expanding. Individuals, corporations, markets, and nation-states can reach around the world faster and more cheaply than ever before. Traditional boundaries between culture, commerce, technology, politics, and the environment are rapidly disappearing. National borders are no longer barriers to learning, living, and working. People may speak different languages, eat different foods, and worship in different ways, but we do not do so in isolation. The world today is a global village and we are all members of the same community.

Our aim is to provide you with the knowledge, experience, and multicultural perspective that will allow you to explore, learn, question, create, and thrive as productive members of a global society in your chosen careers. We are dedicated to an interactive teaching style, and we maintain high expectations for our students and high academic standards in the classroom. We are committed to giving you the personal attention, support, and care necessary for you to succeed and realize your full potential.

**Ilias Foutsis, Hon Ph.D,** President, University of New York in Prague & New York College Educational Group

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The University of New York in Prague (UNYP) is a private institution located in the center of Prague and in the heart of Europe.

UNYP is the largest English-language higher education institution in the Czech Republic. UNYP is truly unique in terms of international atmosphere; our student body has students from over 60 different countries and faculty from more than 30.

UNYP's small classroom sizes allow for students to voice their thoughts, challenge their professors, and engage with students from all over the world in an intimate and respectful setting.

# STUDY IN ENGLISH IN THE HEART OF EUROPE

EXPERIENCE A DIFFERENT EDUCATION

# WHY STUDY AT UNYP?

- Accredited American & European degrees and dual degree options
- New modern campus in a beautiful location
- Czech Republic is the 7th safest country in the world (GPI 2018)
- Career Office
  - Career days
  - Case studies
  - Company presentations
  - Interview and CV consultations
- Multicultural environment
  - 800+ students from 60+ countries
  - 125+ professors from 30+ countries
- Sports
  - Gym
  - Swimming pool
  - Sports teams
- Exciting, interactive student life
  - Student clubs & communities
  - Student trips & events
- Student-centered American teaching style
- Wide choice of courses
- Small class sizes
  - Average class size 21 students
- Exchange and study abroad partnerships
  - 40+ universities all over the world
- Erasmus+ program
- Alumni network with life-long benefits
- Hi-tech facilities & smart classrooms
- Outstanding international faculty



Career Days

# EXPERIENCE STUDENT LIFE



UNYP Café



Library



MUNYP

We strive to make the UNYP study experience an exceptional one. Students get full support from the entire UNYP staff before, during and after their studies. Here are some examples:

- Career Office (for help with internships, career guidance, preparation of CVs, interview skills, and job offers) organizing professional case studies presentations and regular Career Days
- A comprehensive reference library open 7 days a week. Students also have access to vast resources through UNYP's subscription to major electronic libraries and databases
- Three hi-tech computer labs, with access to online educational databases, and free wifi throughout the premises for students
- E-learning platform with online course content, interactive quizzes and study results
- Fast and available print services including cloud print capabilities
- Air-conditioned smart classrooms with the latest technologies to make learning a unique experience
- International office (for help with visas, health insurance and accommodation)
- Pulse Lectures – free, open lectures by prestigious guest speakers promoting the interdisciplinary exchange of ideas among scholars, students and the wider public
- MUNYP (Model United Nations at UNYP)
- TEDxUNYP
- An active Alumni Office for graduates, sustaining lifelong friendships and networking

Student Council which organizes a variety of student activities and clubs

- Creativity Club (music, photography, painting)
- Fitness Club
- Debating Society
- Psychology Club
- UNYP TV (vlogs, event reports, interviews)
- Poetry Club
- Podcast Club





Anniversary Gala



Orientation Barbecue



CFA Research Challenge



Graduation



UNYP provides all its students with free access to a variety of fitness and swimming facilities.

UNYP is home to the UNYP Blazers. We represent our university by participating in many sporting activities, primarily in football, floorball and basketball.

# SPORTS





A huge part of the university experience is student accommodation. UNYP provides students with several options from our very own UNYP Belgicka Residences to other, partner residences in the neighborhood and surrounding area. All student residences are surrounded by cafés, restaurants, public transportation, and much more. Students will also be able to choose between locations and single and double rooms based on availability. So booking early is a great way to have more options available.

# ACCOMMODATION

## LIVING IN THE GOLDEN CITY



**Belgicka Residence**



**Prague Residentia**



**Student House Botic**

# EXPERIENCE INDIVIDUAL ATTENTION

## ADMISSIONS ADVISOR

The Admissions Office will guide you through the admission process. You can visit or call during the week and you can email us at any time, even just for a consultation. Our well-educated and highly-trained staff will always be there to help choose your future career. Applications are accepted throughout the year; however, students are encouraged to apply as early as possible. Class sizes are limited and we do not want you to miss your chance! Please note that international students who need a student visa to study in the Czech Republic must apply at least five months before the beginning of the semester.



## ACADEMIC ADVISOR

Every student at the University of New York in Prague is assigned an Academic Advisor from the very beginning of their studies. Academic Advisors are a key feature of studying at UNYP and a major support function for all our students. Every student gets personalized support regarding course registration, career development, after-graduation options, etc.

## COUNSELING CENTER

The UNYP Counseling Center provides free, confidential psychological counseling and support to all UNYP students. The Counseling Center gives students tools to cope with the pressures and expectations that come with university life. You may seek counseling for any number of reasons such as: exam stress, adjustment to university life, future life goals, presentation anxiety, lack of confidence, time management, anxiety/depression, addiction problems, eating disorders, culture shock, discrimination and general well-being.



## PROFESSORS

UNYP professors add immense value to the courses offered, bringing their professional experience from companies such as GE, 3M, British Telecom, Procter and Gamble, HP, Coca-Cola, KPMG, UniCredit Bank, Lucent Technologies and others.

Most of our professors earned their degrees from prestigious universities which include the London Business School, the University of Cambridge, Stanford University, University College London, the Kellogg School of Management, Columbia University, University of Oxford, and many more. Our professors have teaching experience in well-known universities all over the world, including the University of Cambridge, Berkeley, the Sorbonne, Harvard University, the University of Oxford, Stanford University, and the Universities of Sydney and Melbourne.

## MATH & WRITING LABS

The UNYP math and writing labs exist to support students that need extra help in math and writing skills or to help them refresh learning from their previous education. The appointments are free of charge and are designed to help students keep up with the content in their classes. As an additional resource, our highly trained instructors offer tutoring in Statistical Package for the Social Sciences (SPSS) and research methods to help our students excel in their comprehension and execution of academic research.

The Writing Laboratory (WRL) is committed to helping students become better writers across the academic curriculum. The WRL is available to students at undergraduate and graduate levels, and at any stage in the writing process. The Writing Lab tutors will also guide students to all of the tools available in the library that will help them to successfully complete written assignments.

## RECOGNITION, ACCREDITATION AND MEMBERSHIPS

The study programs at UNYP are recognized and/or accredited by European and American accrediting bodies or other institutions. All of the programs offered at UNYP are recognized by one or more of the following organizations:

- The Czech Ministry of Education, Youth and Sports
- The Middle States Association of Colleges and Schools (ESC/SUNY Programs)
- International Assembly for Collegiate Business Education (IACBE)
- The British Accreditation Council (BAC)
- The Czech Association of MBA Schools (CAMBAS)
- The Association of Chartered Certified Accountants (ACCA)


The accreditation of higher education degrees is a quality assurance process conducted by government bodies and membership associations, and guarantees the quality of the education provided by the institution.

### **UNYP is a member of**

- CEEMAN (the largest association of business education providers in Central and Eastern Europe).

Membership in these prestigious accreditation bodies allows UNYP to follow the latest developments and best practices to continuously improve our study programs.



A photograph of students walking through an airport terminal, pulling rolling suitcases. The students are seen from behind, moving away from the camera. The scene is brightly lit, typical of an airport interior.

By partnering with more than 40 different universities in over a dozen countries in Europe, the Americas, and Asia, UNYP gives its students the opportunity to incorporate a semester abroad into their degree studies so they can, in the words of UNYP's mission statement, "explore, learn, question, create, and thrive as productive members of the international community."

# EXCHANGE PARTNER UNIVERSITIES

## ALBANIA

- University of New York in Tirana

## ARGENTINA

- Universidad de San Andrés
- Universidad Austral
- Instituto Tecnológico de Buenos Aires

## CANADA

- College of New Caledonia
- University of Regina

## CHINA

- Jiaxing University
- Zhejiang Sci-Tech University

## FRANCE

- Télécom Ecole de Management
- Groupe ESG
  - Paris School of Business
- Groupe EDH
  - EFAP
  - ICART
  - EFJ
- ESCE International Business School

## **GERMANY**

- International School of Management
- Macromedia University of Applied Sciences

## **GREECE**

- New York College in Athens
- New York College in Thessaloniki

## **MALAYSIA**

- Taylor's University

## **MEXICO**

- Universidad de Monterrey

## **PERU**

- Universidad ESAN

## **REPUBLIC OF KOREA**

- Sookmyung Women's University
- Kyonggi University

## **SPAIN**

- CEU San Pablo University
- ESIC Business & Marketing School

## **THAILAND**

- Bangkok University International College

## **THE NETHERLANDS**

- Fontys Academic for Creative Industries
- Fontys University of Applied Science

## **THE PHILIPPINES**

- Ateneo de Manila

## **TURKEY**

- İzmir University of Economics

## **UNITED KINGDOM**

- Richmond, The American International University in London

## **USA**

- The Catholic University of America
- Colorado State University – Pueblo
- LIM College
- Lincoln University (CCIS)
- New Jersey City University
- New Mexico State University
- Nichols College
- Northern Arizona University
- Oklahoma City University
- Suffolk University
- Tarleton State University
- Texas Tech University, Rawls College of Business
- Texas State University
- Towson University
- University of Massachusetts Lowell
- University of the Virgin Islands

## **VIETNAM**

- Hoa Sen University

**UNYP students can also visit other European universities via the Erasmus+ programme that allows them to take advantage of the financial support that the European Union provides.**

# STUDY ABROAD PROGRAM

This program is especially designed for students who wish to incorporate a semester, a summer, or a year of study at UNYP into their degree studies at another university, and who are looking for a simple and affordable all-in-one package of coursework, housing, and advising support.

International education is more important than ever for high-achieving students with ambitious career aspirations, and studying abroad with UNYP for a semester or a year can:

- Further your academic studies
- Broaden your horizons
- Strengthen your intercultural skills
- Expand your network of friends and colleagues to encompass the globe



**James O'Leary**  
**UMass Amherst, USA**

"I chose Prague because it offers a unique study abroad experience compared to what most Americans get and it is also located in the center of Europe which is great because you can also have easy access to the rest of Europe. Prague is also fairly inexpensive which is great for someone on a student budget. I chose to study at UNYP because its great community feeling. You get to build relationships with not only your peers who are from all over the world but also with your professors who get to know your name and you can work with them one on one."



# STATE UNIVERSITY OF NEW YORK

Empire State College is part of the State University of New York system (the largest public university system in the US). Empire State College's dynamic international programs offer students around the world the opportunity to earn an American bachelor's degree in many diverse fields and is accredited in the U.S. by the Middle States Association of Colleges and Schools, Commission on Higher Education. A major benefit of this partnership is that students get the opportunity to achieve both an American and a Czech bachelor's degree while living and studying in Prague through the 20 year partnership with UNYP.



SUNY / ESC is committed to:

- Critical reflective inquiry that encourages active engagement in the local and global community
- Promoting social justice and a sustainable world through responsiveness to human and social circumstances
- Ensuring a healthy democracy that recognizes and respects diversity in all its forms
- Supporting the individual goals of our students in a collaborative mentoring environment
- Developing, implementing and assessing new approaches to learning that recognize and adapt to the diverse needs of our learners
- Fostering respectful, creative and vibrant learning environments for students, faculty and staff
- Supporting the scholarly, creative and professional goals of the college community
- Expanding access to affordable, high-quality educational opportunities through partnerships with employers, unions, government agencies, the armed forces, community organizations and other educational institutions



## Dual Degree

Students admitted to the American bachelor's degree with a focus in Business Administration, Communication & Media, International Relations, or Psychology can pursue the dual degree option. Students meeting all the requirements of both degrees can choose to be awarded both the American degree from the State University of New York, Empire State College and the European bachelor's degree (bakalář, Bc.) awarded by UNYP after passing the Czech state exam.

# STUDENT TESTIMONIALS



**Matouš Janda, Czech Republic**

Small classes (an average of only 18 students), an individual approach and opportunities for practical experience at various companies and institutions really make UNYP special. I just finished a six-month internship at the US Embassy, which made my Prague experience all the more interesting.



**Nicole Severin, Czech Republic**

I was delighted that I could study for an American degree while staying in the Czech Republic. Studying in a school with students from over 65 different nationalities allows for an amazing cultural mix, and we all learn a lot about other cultures during interactions in and out of class. My best friend is from the Seychelles, and my professors are from the States, Ireland and Britain.



**Paulína Vráblová, Slovak Republic**

I decided to study at UNYP based on a friend's recommendation, and I am very happy here. I like the teaching experience – small groups and an interactive teaching style with plenty of discussions between students. The professors have a lot of practical experience as they have worked in their fields for many years, and now share their know-how and experience with us in class. UNYP's cultural diversity is great, and I have friends from all over the world. Under the UNYP international program, we can spend a semester abroad studying with one of their accredited partners' universities – another great benefit. I am a happy UNYPer!



**Sara Crutcher, USA**

When choosing a city in which to study abroad, there were many options, but one was a clear cut above the rest – Prague. Not only would I get a chance to immerse myself in one of the richest cultures in Europe, but I would be provided with an opportunity to continue my classes at a top-notch school, the University of New York in Prague. If anyone is considering an exchange program, without question, I recommend making your way to the Czech Republic.

# COMPANY TESTIMONIALS

## ExxonMobil

“ExxonMobil is a dynamic, exciting place to work. We hire exceptional people, and every one of them is empowered to think independently, take initiative and be innovative.

ExxonMobil Business Support Center Czechia s.r.o. was established in Prague in 2004 and is totaling around 1,200 employees. Our departments – Credit, Procurement, Account Payables, Chemicals and Fuels & Lubricants: support businesses in approximately 30 countries across Europe, Africa and Middle East. We believe that the University of New York in Prague has a great talent pool and we have a long term engagement with the University through attending their job fairs and organizing specific events where we introduce our managers to the students and the academic staff.

Ognen Georgievski (Credit Stewardship Analyst), Kiril Kostov (Global Marine & Aviation Manager) and Vedran Tufekcic (Global Credit Analyst) are only some of the graduates from UNYP which became part of our team; you could be the next one!”

**Ioana Sucala, BSC Communication  
Coordinator**

*(Ambassador Lead for UNYP)*  
ExxonMobil



## socialbakers

“Socialbakers is a global team on the forefront of social media analytics. We value our differences within the team and use them to build our innovation; hiring students and recent graduates contributes to that innovation and is part of our success. We love hiring students and have hired a number of them straight out of UNYP. The thing that UNYP graduates bring is the passion and energy, as well as quality and a strong work ethic. Additionally, as an international company with a multi-cultural working environment its key that everyone speaks great English, it's perfect to have such a talented pool of candidates from all over the world coming from UNYP and we know then, that English is never a problem!”

**Jan Rezab, Founder & Executive Chairman**  
Socialbakers



“Our Recruitment Department is very satisfied with students and graduates from UNYP. They always come motivated to take on new challenges as well, with a willing to learn and listen at same time. From our experience, candidates from UNYP apply for our jobs with the necessary qualifications, especially with strong language capabilities. We believe it is not just about students and alumni themselves, but the university approach and dedication that together add the real value.”

**Josef Blaho, Sr. Recruitment Advisor**  
InBev

# ALUMNI OF THE YEAR

An extraordinary achievement cannot go unnoticed. We believe that rewarding one alumnus or alumna every year is an important part of keeping our alumni network engaged and connected to the UNYP community. The award itself is not only a means of acknowledging the success of one alumnus or alumna, it is a way of drawing attention to the fact that our talented alumni have the power to make a difference. The ambition, enthusiasm and hard work our alumni put into their projects are changing the world in many areas on local and global scale alike.



Tomáš Kubica, Alumni of the Year 2018

# UNYP GRADUATES AT TOP UNIVERSITIES WORLDWIDE

UNYP's graduates have continued with their education at leading universities around the world.



University of London

UNIVERSITY OF  
WESTMINSTER

Edinburgh Napier  
UNIVERSITY



THE UNIVERSITY  
OF BIRMINGHAM



Stanford  
University



The University of Manchester



UNIVERSITEIT VAN AMSTERDAM



## UNYP ALUMNI IN COMPANIES

UNYP's graduates are employed at some of the biggest and most prestigious multinational companies in the world. Our students also have the opportunity to do internships at such companies during their studies and many are hired by these companies after finishing their studies.





# BUSINESS ADMINISTRATION

## ABOUT THE PROGRAM

The primary aim of the four-year Bachelor's degree in Business Administration is to enable students to advance their careers in the world of business by providing a general overview of business management topics suitable to a wide range of career paths.

Our approach places a great deal of emphasis on the international aspects of commerce, which we believe are particularly critical in today's business environment. Our faculty comes from the EU and the USA; our professors hold advanced degrees from prestigious universities such as London Business School, the University of Cambridge, Stanford University and the University of Oxford; moreover, most of them have professional experience in their fields.

## REASONS TO STUDY BUSINESS ADMINISTRATION AT UNYP

1. Students will receive a well-rounded, in-depth core education in international business (marketing, management, finance, accounting, economics, and law);
2. Students can choose from elective courses which allow you to deepen your interests in a variety of subject areas such as integrated marketing communications, mass media, international relations, economics, finance and accounting, literature and psychology;
3. Students will become proficient in using software applications and information technology for research.

## DEGREES

This degree is awarded by the State University of New York, Empire State College. Students can also sit for Czech state exams at the end of their studies, and receive a degree from UNYP (bakalář – Bc.) accredited by the Czech Ministry of Education. This is a unique advantage open to UNYP students, who can graduate with two distinct academic titles, one from the USA and one from the EU, and therefore have opportunities to work all over the world.

## COURSES

### Core courses include:

- Principles of Management
- Financial Accounting
- Managerial Accounting
- Microeconomics
- Macroeconomics
- Statistics
- Operations Management
- Corporate Finance
- Principles of Marketing
- International Business

### Elective courses include:

- Communication Technologies
- International Organizations
- Introduction to Advertising
- Media and Society
- Public Relations Principles
- Public Speaking
- Project Management
- Social Media Marketing



## SUCCESS STORY

**PETR RIEGER**

CLASS OF 2014

Petr Rieger graduated from UNYP with a degree in Business Administration. He went on to study his MPhil in Finance from the University of Cambridge – a Master's degree with an acceptance rate below 4% from one of the top universities in the world. Petr spent more than three years at the prestigious London-based private equity fund Rothschild Five Arrows Principal Investments and is now an Associate with the Carlyle Group in London.

"In addition to the development of my business English and my communication and presentation skills, I learned many soft skills including how to 'think outside the box' and work in teams. Additionally, UNYP is highly successful in attracting experienced lecturers from whom I learned both as a student and on a personal level. Last but not least, UNYP provided me with a highly international environment where I was able to learn from my peers and develop lifelong relationships."

A photograph of a group of students sitting in a lecture hall, looking towards the front. The students are diverse in age and appearance. The foreground shows two young men, one with curly hair and a beard, and another with short dark hair. In the background, several other students are visible, some looking at the camera and others looking forward. The setting appears to be a modern university classroom or lecture hall with wooden desks and blue chairs.

# EUROPEAN BACHELOR'S DEGREE IN BUSINESS ADMINISTRATION

## ABOUT THE PROGRAM

The European Bachelor's Degree in Business Administration (BBA) program enables students to gain a broad overview of business management topics, opening up a wide range of career paths.

Our approach places a great deal of emphasis on the pan-European and global aspects of commerce, which are particularly critical in today's business environment.

**The three-year European BBA leads to the award of an EU accredited degree.**

The European BBA is professionally accredited by the International Assembly for Business Education (IACBE) which provides quality assurance using the American standards for business education as a benchmark. This degree is also fully accredited by the Czech Ministry of Education. Our BBA graduates have a wide range of options open to them; some have gone on to study at universities such as Oxford, Cambridge or LSE in England, and Stanford or Columbia in America, while others are working for international organizations such as General Motors, Coca-Cola, KPMG and the European Parliament. The program serves as a strong grounding for those who wish to pursue careers in the public and private sector, civil society or academia.

## CONCENTRATIONS

**Within this program, students may choose to concentrate on one of the following particular fields of Business Administration:**

**1 FINANCE** | Students that know they are interested in a career in Finance will greatly benefit from doing the BBA with the Finance concentration. This will give them the broad scope of business and additional specifics of finance. Also, students interested in finance may find it useful that some courses in their curriculum are recognized by the ACCA, which makes students eligible for exemptions covering ACCA training in selected areas. It is a great way to boost a career in accounting and finance fields.

Courses include:

- Risk Management
- Special Topics in Finance
- Taxation
- Hedge funds & Private Equity
- International Money & Banking

**2 MARKETING** | Many students that start their business studies get excited about marketing. It is the best of both worlds where creativity meets analytics to deliver bottom line, impactful decision making. At UNYP you can get your BBA while concentrating on a range of marketing courses that will prepare you for a career across industries in marketing and advertising.

Courses include:

- Public Relations Principles
- Consumer Behavior
- Social Media Marketing
- Introduction to Advertising
- International Marketing Strategies
- Advanced Marketing

**3 HUMAN RESOURCES** | Students that complete the BBA with a concentration in Human Resources will benefit from both the well-rounded business knowledge of the BBA and the additional specific knowledge in the HR field. To achieve this concentration, students will be expected to take electives from a given pool of HR related subjects and complete their thesis in the concentration area.

Courses include:

- General Psychology
- Human Resource Management
- Motivation and Emotion
- Personnel Psychology
- Workforce Motivation

**4 SPORTS MANAGEMENT** | Many students are avid sports fans or athletes and are looking for the perfect way to balance their future studies and their passion for sports: UNYP offers these students the BBA with a concentration in Sports Management. This concentration is a great way to study business with the skills that can help build a career on the business side of the sports industry. Students will learn management skills specific to sports through a variety of electives and crown their education with a thesis in this field.

Courses include:

- Sports Marketing and Management
- Sports Psychology
- Sports Law
- Personnel/Coaching Team Management
- Facility and Logistics Management

# COMMUNICATION & MEDIA



## ABOUT THE PROGRAM

We now spend over 11 hours using communications media per day. That is more time than we work, sleep, or do anything else. The rest of the time, when not sleeping, we also spend communicating in other ways. Entire industries have formed in recent years to create, spread, regulate, and enrich this communication.

The Communication and Media degree at UNYP aims to meet the urgent need for communication professionals who understand the powerful role of communication in today's world, and can make it work for the betterment of society.

## 5 REASONS TO STUDY COMMUNICATION AT UNYP

1. Critically analyze and **understand the effects of media and communication** on society
2. Learn to effectively **persuade and influence** interpersonally, in small groups, and publicly
3. Acquire expert ability to **communicate strategically** to diverse, complex audiences
4. Gain the aptitude to **improve communication in organizations** and groups.
5. Develop **practical skills for immediate employment** in a communication field

## CAREER VALUE

The emergence of new communication technologies, platforms, and industries all over the world has made it critical for companies to find skilled professionals to work in these areas. Obtaining a Communications degree is not only valued by organizations and corporations of all types and sizes, but is also highly adaptable, and can be applied to a variety of different career paths – not just media companies! Our alumni can be found in graduate programs in Australia, the United States, Canada, throughout the EU, Asia, and beyond. Those who opted to pursue a professional career can be found working in companies such as Socialbakers, Havas Worldwide, Unilever, SAP, Groupon, Nestle, and many, many more – literally all over the world!

## JOBS IN THE COMMUNICATION AND MEDIA INDUSTRIES

### Endless Opportunities

- Advertising
- Public relations
- Marketing
- Human resources
- Event management
- Corporate communications
- Media planning
- Copy editing
- Journalism
- Political Campaign Communications



## DEGREES

The program is a unique dual degree study format, which means you fulfill the requirements for two university degrees simultaneously. One is awarded by the State University of New York, Empire State College, accredited by Middle States in the USA. The second is from the University of New York in Prague, accredited by the Czech Ministry of Education. The possibility to earn two distinct academic titles, one from the USA and one from the EU, is a rare and valuable opportunity, and opens a world of possibilities with its international recognition.

## COURSES

### Core courses include:

- Media and Society
- Public Relations Principles
- Communication Technologies
- Intercultural Communication
- Media Law and Ethics
- Global Communication
- News Reportings

### Elective courses include:

- Advertising Strategies
- Visual Culture
- Marketing
- Mediation and Conflict Management
- Social Psychology
- Sociolinguistics
- Surveillance and Society



## SUCCESS STORY

MARTIN PAVLÍČEK

CLASS OF 2005

Martin Pavlíček received his Bachelor's degree in Communication and Mass Media at UNYP in 2005. Shortly after graduating, he took on his first career challenge by accepting a position as Internal Communication Specialist at the multinational energy company ČEZ. With a couple of years of experience under his belt, he returned to UNYP in 2007 to study a Master's degree in Professional Communication and Public Relations, in the executive format. ČEZ soon promoted him to the critical position of Spokesperson and Social Media Manager. "One of the greatest things about studying at UNYP is the people you come in contact with, and that's what's always kept me coming back. You meet people here from all over the world, and not just students – the professors also remain your friends and contacts for life."

Hungry for more of the UNYP classroom experience, Martin returned again to UNYP in 2010 to study an MBA in Marketing. During this period he also made a great leap forward in his PR career, moving to the position of Corporate Communications Director at UNIPETROL. Eleven years after he first came to study at UNYP, and with ten years' experience in critical Public Relations positions, Martin has settled into a new position as Co-Managing Director, at Havas PR. In addition to this, he has once again returned to UNYP – this time to share his experience with students as a teacher of Public Relations.





## ABOUT THE PROGRAM

The 21st century world is governed by regional and global geopolitical issues. Diplomacy, economic relations, transnational interchanges, cultural and social interactions have impacted the way in which traditional nation-states engage. Our societies are open to a globalized world in which those who understand the complex interdependence in which we live have the advantage to succeed.

For these reasons, the School of International Relations at UNYP offers a modern curriculum that understands the new dynamics of global politics. Our program focuses on providing students with a strong foundation in international relations theory and diplomacy to understand and be ready to succeed in accepting the challenges of the latest developments in our globalizing environment. The goal of this program is to prepare students to think theoretically and analytically about today's world, while using modern technology and ethical thinking to be prepared to solve problems in a multicultural environment, and to make a difference.

# INTERNATIONAL RELATIONS

## REASONS TO STUDY INTERNATIONAL RELATIONS AT UNYP

1. Students will gain a solid theoretical foundation in international relations, understanding the difference between traditional interstate relations and the complex interdependent world in which we live.
2. Students will develop the ability to think theoretically and analytically about contemporary issues in international affairs acquiring the capacity to conduct sophisticated research.
3. Students will decide their area of specialization in international affairs thanks to a wide range of electives, getting ready to make your mark on and transform it.

## COURSES

### Core courses include:

- Theories of International Politics
- European Integration
- International Organizations
- International Political Economy
- International Conflict and Security
- International Law

### Elective courses include:

- Critical Theories
- International Trade and Finance
- United Nations in World Politics
- Democracy and Democratization
- Human Rights and Humanitarian Law
- Modern Diplomacy



## CAREER VALUE

UNYP graduates are highly successful at securing professional positions in both the state sector (international organizations, government and non-governmental organizations) and the international business world (managerial positions in corporations with a strong international orientation). Moreover, many are pursuing graduate degrees in prestigious European and American Universities. Alumni feedback indicates a high degree of satisfaction with the program, and students repeatedly indicate that the emphasis on oral and written communication skills, and on critical analysis training, have been instrumental in finding and retaining employment.

## DEGREES

This degree is awarded by the State University of New York, Empire State College. Students can also sit for Czech state exams at the end of their studies, and receive a degree from UNYP (bakalář – Bc.) accredited by the Czech Ministry of Education. This is a unique advantage open to UNYP students, who can graduate with two distinct academic titles, one from the USA and one from the EU, and therefore have opportunities to work all over the world.



## SUCCESS STORY

**JURAJ ANTAL**

CLASS OF 2008

Juraj's course of study included a semester at Georgetown University in the spring of 2007. He did several internships at the Czech Ministry of Foreign Affairs and the Konrad Adenauer Foundation, and briefly worked on projects with the Boston Consulting Group.

After graduating from UNYP, Juraj continued his Masters in International Political Economy at Warwick University, England. In September 2009, he joined the Brussels-based public affairs company cabinet DN, and during that time became active in student politics. In July 2011 he was elected chairman of the European Democrat Students – the largest political student organization in Europe. The EDS is an umbrella organization of 36 national members representing 1.6 million students inside and outside the borders of the EU. Juraj headed this organization for two years and lobbied for students' issues at various levels of policy-making. Juraj is now back in Slovakia, where he heads a private business and is active in the analysis of international affairs and local Slovak politics. He frequently returns to Prague to catch up with his former classmates and professors at UNYP.



## ABOUT THE PROGRAM

Psychology is one of the most popular majors worldwide. As one of the most fascinating and dynamic fields of science, it also provides a springboard for a wide range of graduate study opportunities and exciting career choices.

The UNYP Bachelor's degree in psychology runs over a four-year period, and aims to provide students with a solid foundation in science as well as practical experience in all the major fields of study. Basic courses include instruction in theory and psychological thought, critical thinking and analysis. More specialized courses address therapy and the treatment of mental illness, cultural and family issues, and psychology in the workplace. Studies focus on two possible post-degree career choices: continuing on to graduate studies or direct entry into the workforce.

# PSYCHOLOGY

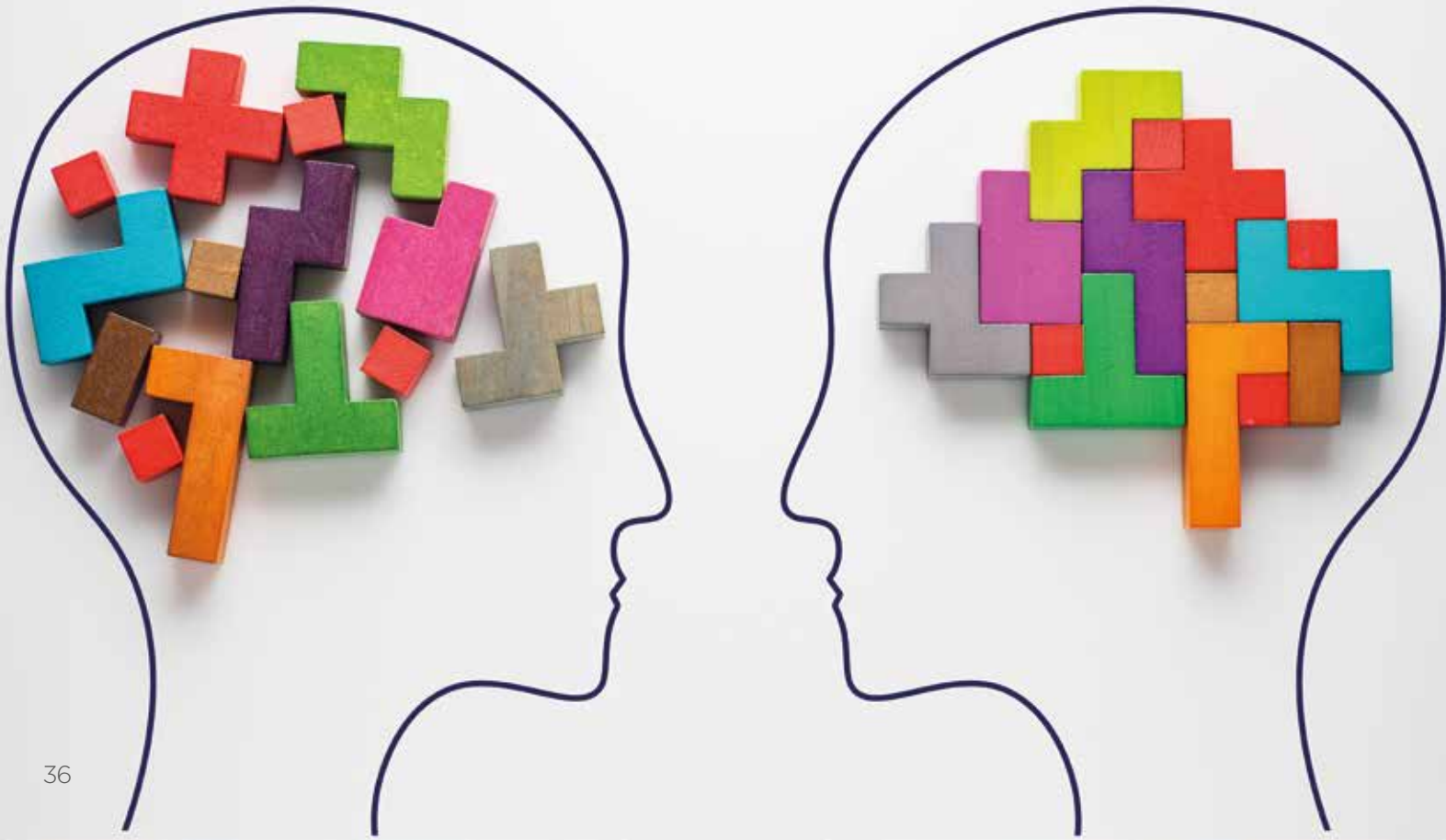
## REASONS TO STUDY PSYCHOLOGY AT UNYP

1. Thorough preparation for global careers in psychology and many other exciting fields
2. Growing research hub with the Center for Advanced Behavioral Research, our own peer-reviewed psychology research journal, Psychological Science Observer, and our annual international research conference
3. Excellent record of acceptance at top universities around the world

## CAREER VALUE

The UNYP psychology program offers a wide range of career options. Our graduates have gone on to work as counselors, academic researchers, representatives at NGOs and charities such as UNICEF and EU diversity programs, and as training consultants and managers in the private sector at top international companies such as DHL, Oracle, Skoda and Amazon.

Roughly 80% of UNYP psychology degree recipients continue on to complete Master's and Doctoral degrees at universities in the Czech Republic and abroad. Our graduates have been accepted to global universities such as University College London, Oxford, Cambridge, Yale and the New School of Social Research in New York, and have continued their studies locally at Charles University, Masaryk University and Palacky University.



## COURSES

### Core courses include:

- General Psychology
- Psychology of Infancy and Childhood
- Psychology of Adolescence and Adulthood
- Psychology of Adjustment
- Social Psychology
- Biology of the Brain
- Cognition
- Health Psychology
- History and Systems of Psychology
- Educational Psychology
- Ethical Issues in Psychology
- Comparative Psychology

### Elective courses include:

- Psychology of Art
- Music and the Mind
- Motivation and Emotion
- Positive Psychology



## SUCCESS STORY

### ELIŠKA NEMČKOVÁ

CLASS OF 2015

Eliška Nemčková has just graduated from UNYP with a Bachelor's degree in Psychology. She has worked for more than ten years managing volunteers in a Slovak orphanage, and for UNICEF. She currently works for a psychotherapeutic and psychosomatic clinic in Prague.

"Study at UNYP undoubtedly improved my presentation skills, which are crucial for my position as a UNICEF Junior Ambassador for school programs. The professional and experienced lecturers at UNYP have taught me to easily apply theories learned in psychology classes to real-life situations. Additionally, thanks to UNYP's cultural diversity among students, I have developed lasting friendships with people from all over the world."

## DEGREES

This degree is awarded by the State University of New York, Empire State College. Students can also sit for Czech state exams at the end of their studies, and receive a degree from UNYP (bakalář – Bc.) accredited by the Czech Ministry of Education. This is a unique

advantage open to UNYP students, who can graduate with two distinct academic titles, one from the USA and one from the EU, and therefore have increased opportunities to work all over the world.



# IT MANAGEMENT

## REASONS TO STUDY IT MANAGEMENT AT UNYP

1. In the 21st century, IT has become a very diverse industry and plays a major role in how businesses and enterprises stay competitive in today's society. Courses in business, psychology, communications and IT will assist with developing better insight into how various departments within an organization are seamlessly integrated to provide corporations with the competitive edge needed to be successful in tomorrow's digital age.
2. An understanding of IT architectures and the issues, concerns and strategies related to their deployment.
3. Knowledge of the various processes involved in software, hardware, programming and data management to ensure that technology is in alignment with the organization's vision and goals.

## ABOUT THE PROGRAM

The primary aim of the UNYP four-year Bachelor's degree in IT Management is to blend a solid understanding of technology with business management skills. The program will prepare students for entry-level professional positions in the field of IT Management in a global environment, within both Business and Public sectors. This degree is awarded by the Empire State College of the State University of New York.

Our approach places a great deal of emphasis on the international aspects of commerce, which we believe to be particularly critical in today's business environment.

4. The ability to prepare, present, and successfully support IT projects to completion.
5. Elective courses that allow you to deepen your interests in a variety of subject areas such as integrated marketing communications, mass media, international relations, economics, finance and accounting, literature, and psychology.
6. Establishing options for a career in IT management. The future is yours to decide - whether it's web design, technical writing, software development or IT consulting.

## CAREER VALUE

The theoretical and practical knowledge acquired in this program will open up a wide range of options in terms of industries and professional areas, as well as geographical location. The program also serves as a strong preparation for careers in the civil and public sector, and academia, including IT management, project management, system analysis, junior software development and IT consulting.

## DEGREES

This degree is awarded by the State University of New York, Empire State College.

## COURSES

Core courses include:

- Business Positions in Information
- Systems/Information Technology and Telecommunications
- Customer Relationship Management (CRM) Applications
- Databases in the Enterprise
- Developing Information Systems and Information Technology Strategies
- Principals of Software Development
- Computer programming
- System administration
- Network Administration
- Information Security
- Cyber Security and Policy





# ENGLISH LANGUAGE & LITERATURE

## ABOUT THE PROGRAM

Literature is one of the primary creative acts of humankind, and the study of literature not only exercises our skills of interpretation and critical thinking, but also gives us access to the history and ideas that have shaped our world.

Study with UNYP's talented, international instructors in Prague, a country whose literary history spans languages, genres, and centuries, and whose literary heritage includes figures such as Karel Čapek, Franz Kafka, Milan Kundera and Bohumil Hrabal.

## REASONS TO STUDY ENGLISH LANGUAGE AND LITERATURE AT UNYP:

1. You will develop your critical thinking and interpretive skills, research skills, and the information literacy you will need to enable yourself to find work in a broad range of fields, or to pursue further postgraduate studies.
2. You will develop your abilities to interpret written communication, create analytical and interpretive arguments, and to express yourself in complex, polished English prose.
3. You will be introduced to the history of literature in English and the discipline of literary criticism and interpretation.

## CAREER VALUE

Among many possible choices, successful graduates interested in further study may progress to master's and doctoral degree programs in:

- Literature
- Professional Communication
- Culture Studies
- Media and Communication Studies
- Education



Graduates who enter the job market with a Bachelor's degree in English Language and Literature may find employment in a wide range of professions, especially those emphasizing research skills, analytical and interpretive skills and communication, whether oral or written.

## DEGREES

This degree is awarded by the State University of New York, Empire State College.

## COURSES

**A few examples of courses required in the major:**

- English Composition 1
- English Composition 2
- College Algebra
- Computers and Applications
- Reason and Argument
- Analysis and Interpretation of Literature
- Other World Literatures in English
- Shakespeare: Power and Justice
- Major 19th-Century British and American Writers
- 20th-Century British and American Novel
- British and American Poetry of the 20th Century
- World Literature in Translation
- English Grammar and Linguistics
- Communication Theories
- Sociolinguistics
- Rhetorical Dimensions of Race, Class, and Gender
- Teaching English as a Foreign Language





*Study in the City of a Hundred Spires*



## UNIVERSITY OF NEW YORK IN PRAGUE

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