



# BACHELOR'S PROGRAMS



**UNIVERSITY OF NEW YORK IN PRAGUE**

Educating Tomorrow's Leaders



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## 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 80 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 8th safest country in the world (GPI 2022)
- Career Office
  - Career days
  - Case studies
  - Company presentations
  - Interview and CV consultations
- Multicultural environment
  - 1000+ students from 80+ countries
  - 120+ 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
  - 85+ universities all over the world
- Erasmus+ program
- Alumni network with life-long benefits
- Hi-tech facilities & smart classrooms
- Outstanding international faculty







## EXPERIENCE STUDENT LIFE



UNYP Café



Library



PULSE lectures

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:

- 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 a free wifi throughout the premises for students
- Air-conditioned smart classrooms with the latest technologies to make learning a unique experience
- International Student 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 Life Office dedicated to building the student experience outside of the classroom with events, seminars, clubs and trips.

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
- TEDxUNYP Club







25th Anniversary Event



Orientation Barbecue



CFA Research Challenge



Graduation



# SPORTS

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

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







A huge part of the university experience is student accommodation. UNYP provides students with several options from our very own UNYP Belgicka Residence 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 Residencia



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 three 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 Money, 3M, British Telecom, Procter and Gamble, HP, Coca-Cola, KPMG, UniCredit Bank 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 and 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, universities of Sydney and Melbourne, and many more.

## MATH & WRITING LABS

The UNYP 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. Both labs are staffed by trained academic instructors who ensure that the best advice is provided to the students.

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 writing assignments.

# 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 Czech National Accreditation Bureau for Higher Education
- The Middle States Association of Colleges and Schools (Empire State University Programs)
- International Accreditation Council for Business Education
- 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).
- EFMD and EFMD Global Network (EFMD is a global organisation dedicated to management development).



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





# CAREER OFFICE

The UNYP Career Center connects the university with businesses, graduates and the employment market. One of the Career Center's objectives is to help students develop their careers and integrate them into UNYP's institutional networks.

## JOBS

Students and graduates have access to the jobs available at UNYP's partner companies and recruitment consultants. Offers and opportunities are regularly posted on our Career Office Bulletin Board and communicated through E-learning and Facebook, providing info about current full-time & part-time positions and internships.

The Career Center offers an additional service in the form of a resume/CV check plus application counseling.

## COMPANY PRESENTATIONS

Employers from various industries and career fields are available to speak with students about potential career and internship opportunities.

## CAREER DAYS

Career Days are held with the participation of leading companies on the Czech market and recruitment agencies, and are organized for students and graduates who are trying to find an internship, first job or advance in their current career.



By partnering with more than 85 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."



Career Days

# EXCHANGE PARTNER UNIVERSITIES

## EUROPE

### ALBANIA

- University of New York in Tirana

### FRANCE

- ESCE International Business School
- Groupe EDH
  - EFAP
  - ICART
  - EFJ
- Groupe ESG
- Telecom Ecole de Management

### GERMANY

- International School of Management
- Macromedia University of Applied Sciences

### GREECE

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

### NETHERLANDS

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

### UNITED KINGDOM

- Richmond, The American International University in London (UK)



## NORTH AMERICA

### CANADA

- College of New Caledonia
- University of Regina

### MEXICO

- Universidad de Monterrey

### USA

- Bridgewater State University
- California State University Channel Islands
- The Catholic University of America
- College of the Canyons
- Colorado State University - Pueblo
- LIM College
- Lincoln University
- Manhattan College
- New Jersey City University
- New Mexico State University
- Nichols College
- Northern Arizona University
- Oklahoma City University
- Siena College
- Suffolk University
- Tarleton State University
- Texas Tech University, Rawls College of Business Administration
- Texas State University
- Towson University
- University of Mary Washington
- University of Massachusetts Lowell
- University of the Virgin Islands

## SOUTH AMERICA

### ARGENTINA

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

### ECUADOR

- Universidad de las Americas (UDLA)

### CHILE

- Universidad del Desarrollo

### PERU

- Universidad ESAN

## ASIA

### CHINA

- Chang Gung University
- Hang Seng University of Hong Kong
- Jiaying University
- Zhejiang Sci-Tech University

### GEORGIA

- Business and Technology University (BTU)

### IRAQ

- American University in Iraq - Baghdad

### JAPAN

- Aoyama Gakuin University

### MALAYSIA

- Taylor's University

### REPUBLIC OF KOREA

- Kyonggi University
- Sookmyung Women's University
- SolBridge International School of Business
- Woosong University

### PHILIPPINES

- Ateneo de Manila

### THAILAND

- Bangkok University International College

### TURKEY

- İzmir University of Economics

### UZBEKISTAN

- Westminster International University in Tashkent

### 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. Prague is located in the center of Europe, which is great because you also have easy access to the rest of Europe. Prague is fairly inexpensive, which is good for someone on a student budget. I chose to study at UNYP because of its great community feeling. You get to build relationships with not only your peers 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."





Study Abroad Students in Prague

# STATE UNIVERSITY OF NEW YORK

Empire State University is part of the State University of New York system (the largest public university system in the US). Empire State University'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.



- Empire State University 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 University 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 UNYP'er!



**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 have become part of our team; you could be the next one!”

**Ioana Sucala, BSC Communication Coordinator**  
(Ambassador Lead for UNYP)  
ExxonMobil



“Socialbakers is a global team on the forefront of social media analytics. We value our differences within the team and use it 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



## UNYP GRADUATES AT TOP UNIVERSITIES WORLDWIDE

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



## 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.





# ALUMNI OF THE YEAR

We believe that rewarding one of our outstanding alumni every year is an important part of keeping our alumni network engaged and connected to the UNYP community. The award 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 fronts.



Tomáš Kubica, Alumni of the Year 2018

## ACADEMIC PROGRAMS

### BACHELOR'S PROGRAMS

#### AMERICAN BACHELOR PROGRAMS

- Business Administration\*
- Communication & Media\*
  - Public Relations
  - Media Marketing
  - Multimedia Journalism
- Digital Media Arts
- English Language & Literature
- International Relations\*
  - Diplomacy and International Law
  - Conflict and Security Studies
  - Global Governance
- Information Technology
- Psychology\*

#### EUROPEAN BACHELOR PROGRAMS

- Business Administration
- Finance
- Human Resources
- Marketing
- Sports Management
- Behavioral Economics
- Data Analytics
- Entrepreneurship

\* These programs can be completed as a dual degree program. Please see page 19 for more information.

### MASTER'S PROGRAMS

#### MBA PROGRAMS

- Entrepreneurship
- Finance
- Management
- Marketing
- Global Business Services
- Neuromanagement

#### MASTER'S PROGRAMS

- Psychology (Mgr.)
- Digital Marketing and Analytics (MSc.)
- Business Analytics (MSc.)

#### Ph.D. PROGRAM

- Ph.D. by Research



# 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 University. 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 National Accreditation Bureau for Higher 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:

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

### Elective courses include:

- Advertising Strategies
- Behavioral Economics
- Consumer Behavior
- Entrepreneurship Essentials
- Sales and Sales Management
- Workforce Motivation



## 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."





# 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 National Accreditation Bureau for Higher 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 who know they are interested in a career in Finance will greatly benefit from doing the BBA with a Finance concentration. They will learn the broad scope of business with additional finance specifics. Moreover, 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. This is a great way to boost a career in the accounting and finance fields.

Courses include:

- Risk Management
- Special Topics in Finance
- Taxation
- Hedge Funds & Private Equity
- International Money & Banking
- Behavioral Economics
- Financial Analysis

### 2 MARKETING

Many business studies students are 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 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 Sponsorships
- Sports Psychology
- Sports Law
- Sports Coaching
- Facility and Logistics Management
- Event Management
- Sports Management



#### 4 HUMAN RESOURCES

Students that complete the BBA with a concentration in Human Resources will benefit from the well-rounded business knowledge of the BBA coupled with the additional specific knowledge of 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 HR concentration area.

Courses include:

- Digital HR
- General Psychology
- Interpersonal Communication
- Motivation and Emotion
- Personnel and Work Psychology
- Workforce Motivation

#### 5 BEHAVIORAL ECONOMICS

This concentration in Behavioral Economics, a field that draws from Economics and Psychology, prepares students for their professional careers by offering several specialized courses in the last two semesters (the last year) of their study at UNYP. This course is a perfect fit for students who are particularly interested in understanding the ways that humans make decisions, the psychology behind decision-making, and how this affects consumer behavior and consumption.

Courses include:

- Behavioral Economics
- General Psychology
- Personnel and Work Psychology
- Social Psychology
- Evolutionary Psychology
- Introduction to Neuroscience

#### 6 DATA ANALYTICS

This concentration in Data Analytics prepares students for their professional careers by offering several specialized courses in the last two semesters (the last year) of their study at UNYP. It will suit all students with quantitative and analytical skills who plan to specialize in data and the key business decisions that can be derived from it. The specialized courses cover all aspects of data analytics, from obtaining and processing data to interpretation, presentation, and business decision-making.

Courses include:

- Machine Learning Fundamentals
- Econometrics
- Introduction to Python
- Discrete Mathematics
- Data Visualization
- Business Intelligence

#### 7 ENTREPRENEURSHIP

This concentration in Entrepreneurship prepares students for their professional careers by offering several specialized courses in the last two semesters (the last year) of their study at UNYP. It is designed for students who have their own business plans, an ambition to start their own venture, and a keen interest in learning what it takes to make big ideas happen.

Courses include:

- Entrepreneurship Essentials
- Startup Internship
- Business Strategy
- E-Commerce and Marketing
- Technologies
- Business Development Competition
- Startup Finance



### SUCCESS STORY

PEPA JUHA  
CLASS OF 2022

What I enjoyed most about this program is that the students got direct involvement and experience with real-life scenarios. For example, in the Sport Marketing course, our assignment was to reach out to real, existing clubs and help them create a partnership proposal, which they would eventually use during negotiations with potential partners and sponsors. During my studies I was able to learn from guest speakers from the Czech Floorball Federation, Sport Invest, Česká Spořitelna, Coca Cola, Prague Lions American Football and many more. I even had the opportunity to spend a couple of months as an intern for the Czech Olympic Committee. As an active athlete, I feel that UNYP's Business Administration course with a concentration in Sports Management has prepared me well for my life after sport.



EDUCATIONAL SUPPLIER  
OF THE CZECH OLYMPIC TEAM  
2022 - 2026





# CHOOSE THE BUSINESS ADMINISTRATION DEGREE THAT IS RIGHT FOR YOU!

The University of New York in Prague offers American and European bachelor's degrees in Business Administration, with the unique opportunity to receive dual degrees from the State University of New York, Empire State University, and a Czech-accredited UNYP degree (bakalář, Bc.). All UNYP programs are taught entirely in English.

Whether you study for a European, American or dual degree, all UNYP bachelor's business degree programs offer:

- complementary coursework that strengthens, enhances, and expands your core business learning
- an enhanced ability to think theoretically and analytically about contemporary issues in the global economy
- advanced oral and written communication skills in English
- proficiency in using software applications and information technology for research
- the ability to work collaboratively in teams and in a multicultural setting



# 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 graduate 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 University.

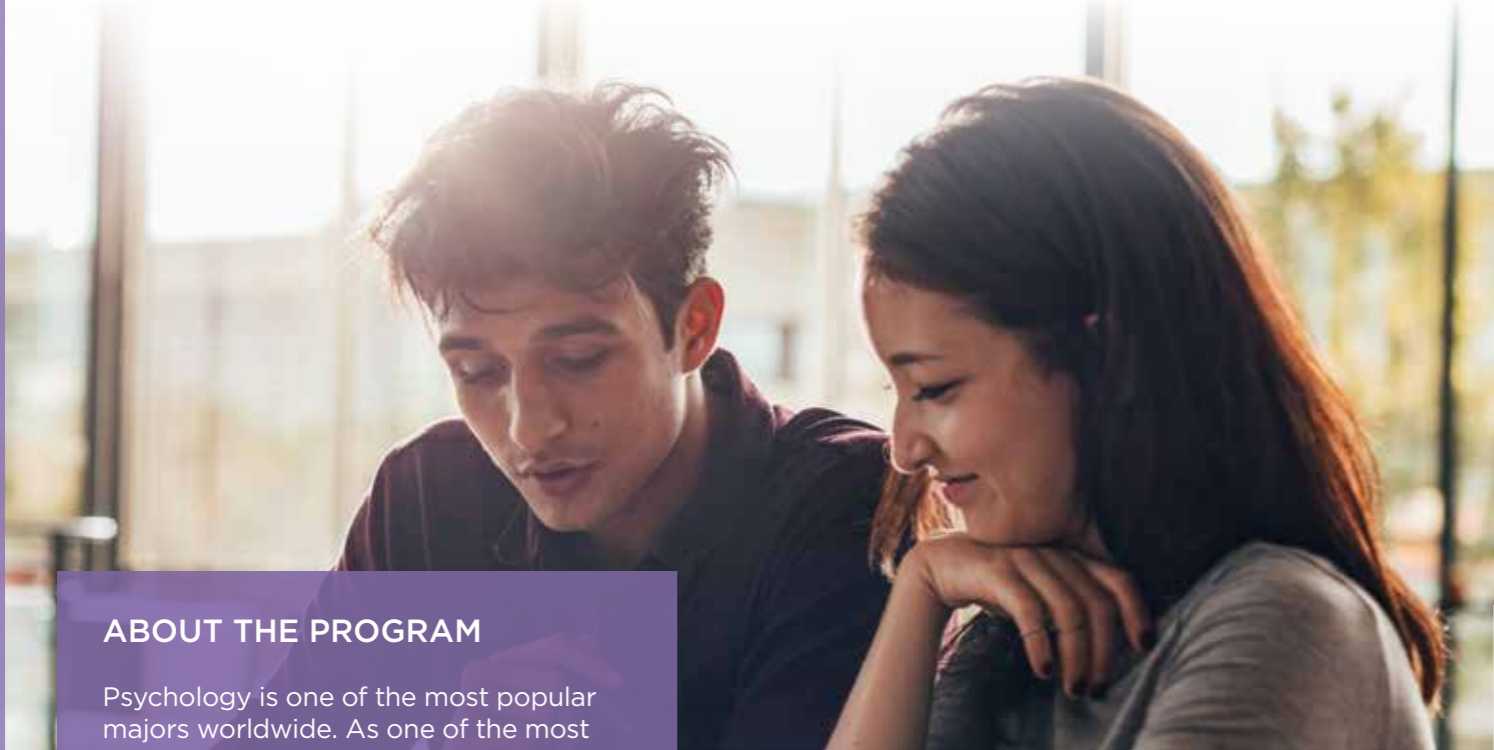
## COURSES

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







## 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

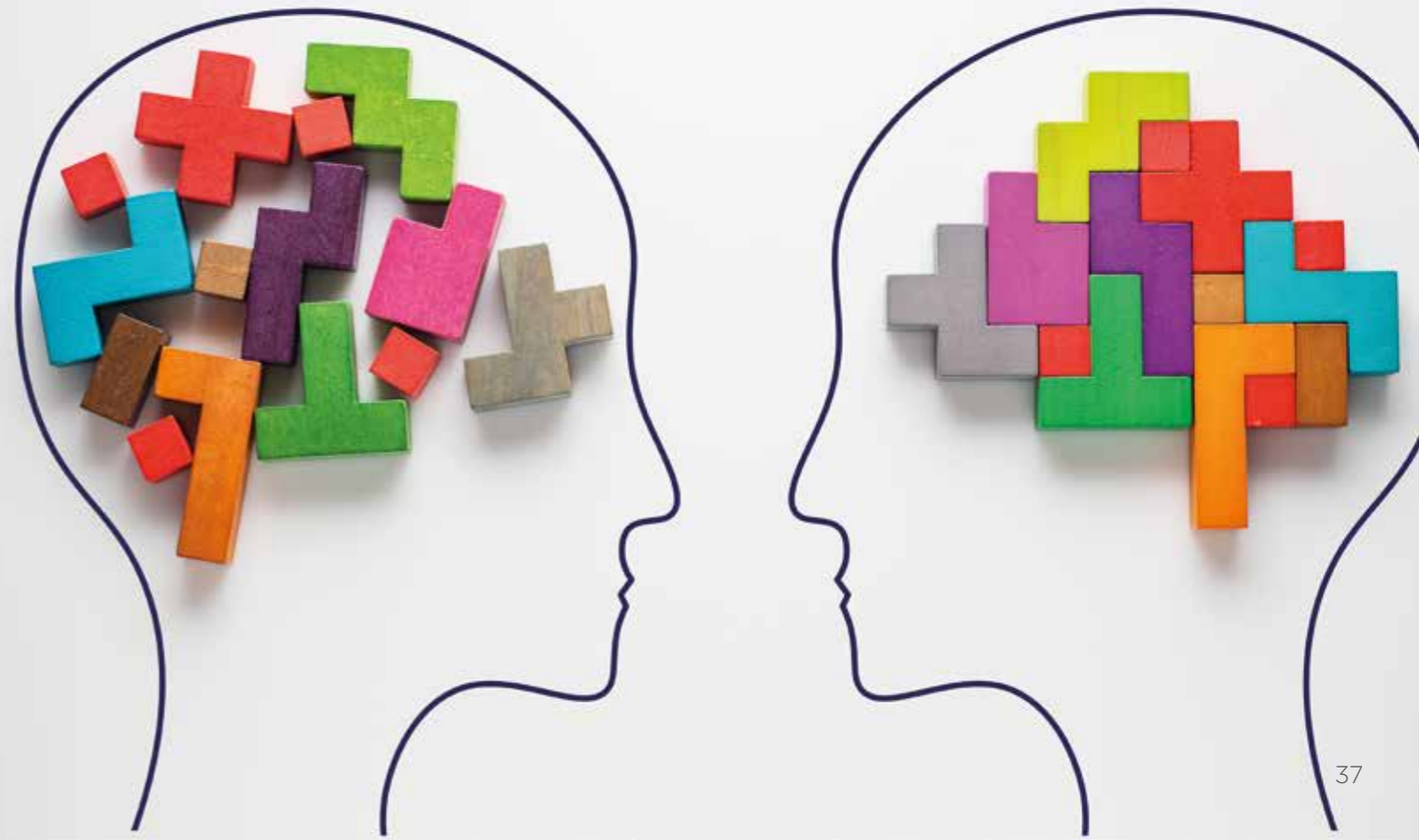
## REASONS TO STUDY PSYCHOLOGY AT UNYP

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 have gone on to complete graduate 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
- Biological Psychology
- Cognitive Psychology
- 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
- Sports Psychology

## DEGREES

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



### SUCCESS STORY ELIŠKA NEMČKOVÁ CLASS OF 2015

Eliška Nemčková 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.”

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.

## INFORMATION TECHNOLOGY

### REASONS TO STUDY IT 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. Understand IT architectures and the issues, concerns and strategies related to their deployment.
3. Gain 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.
4. Learn how 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.

## ABOUT THE PROGRAM

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



**Technology alone  
is not enough**

Steve Jobs



## 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 locations. 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 University.

## COURSES

Core courses include:

- Cyber Crime & Computer Forensics
- Database Systems
- E-commerce and Marketing Technologies
- Human & Computer Interaction
- Information Security Implementation & Processing
- Management Information Systems
- Network Administration
- Python Programming
- Social Professional & Ethical Issues in Computing
- Systems Administration
- Web Systems Development





## 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 the world and transform it.

## COURSES

### Core courses include:

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

### Elective courses include:

- Critical Theories
- Political Communication
- Terrorism and Homeland Security
- Democracy and Democratization
- Colonialism and Post-Colonialism
- US Foreign Policy



The U.S. Ambassador's Youth Advisory Board



## CONCENTRATIONS

Within this program, students may choose to follow the general track or to concentrate on one of the following three fields of International Relations

### 1 DIPLOMACY AND INTERNATIONAL LAW

Students who have an interest in diplomacy and international law can pursue this concentration. They will take courses that focus in the practice of diplomacy and the study of the impact of law in international affairs. This concentration is particularly recommended for those that aspire to have a career as a diplomat or be involved in the defense of human rights and international law.

Courses in the concentration include:

- Democracy and Democratization
- European Law
- Foreign Policy Analysis
- War, Peace and Violence in IR
- Issue Management & Crisis Communication
- Special Topics in International Relations (Diplomacy and International Law)

### 2 CONFLICT AND SECURITY STUDIES

This concentration is recommended for those students that have an interest in conflict resolution and the study of security affairs. The focus of this concentration is the study of the policies and strategies for assessing, managing, containing international risks and eliminating threats to security and peace. This concentration is suited for those students that would like to pursue a career in intelligence, security or risk assessment.

Courses in the concentration include:

- Cybersecurity and New Forms of Warfare
- Human Security
- Terrorism and Counter-terrorism
- The United Nations in World Politics
- War, Peace and Violence in IR
- Special Topics in IR (Conf. & Security Studies)

### 3 GLOBAL GOVERNANCE

In this concentration courses are focused on the study of the changing conditions of contemporary international affairs, analyzing the transformations that have increased the importance of international institutions and regimes. The challenges and opportunities of a globalized world are the main object of interest of a concentration that is recommended for those students who are interested in having a career in international organizations or in the non-governmental sector.

Courses in the concentration include:

- Regional Studies (Africa, Asia, Latin-American)
- Environmental Crisis and Global Sustainability
- Religion in World Affairs
- The Emerging World
- United Nations in World Politics
- Special Topics in IR (Global Governance)

## 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 SUNY Empire State University. 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 Master's 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.



# COMMUNICATION & MEDIA



## ABOUT THE PROGRAM

We now spend over 11 hours per day using communications media. 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 Bachelor's Degree in Communication and Media 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

## CONCENTRATIONS

Within this program, students may choose to follow the general track or to concentrate on one of the following three fields of Communication and media

### 1 PUBLIC RELATIONS

The public relations concentration aims to provide students with the exceptional communication and promotional abilities needed to manage clients' reputations and influence media opinion.

Courses include:

- Principles of Public Relations
- Media Relations
- Event Management

### 2 MEDIA MARKETING

The Marketing concentration prepares students for careers in the fast-paced, creative world of advertising, developing, and selling products to audiences, from niche to mass.

Courses include:

- Introduction to Advertising
- International Marketing Strategies
- Social Media Marketing

### 3 MULTIMEDIA JOURNALISM

The multimedia journalism concentration sets the stage for a career in the continuously evolving media content industry. Students become skilled in creating content for a variety of channels, including newspapers, magazines, audio, and video.

Courses include:

- Feature Writing & Magazine Journalism
- Travel Writing
- Podcasting and Audio Journalism







Visit to Czech Television

## 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!

## JOB 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 University, 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

ROBIN NGUYEN  
CLASS OF 2017

Robin Nguyen graduated from UNYP with a bachelor's degree in Communication and Mass Media in 2017. He gained his all-rounded marketing skills from local advertising agencies and spent one year opening a business with his fellow alumni. In 2021 he returned to UNYP as a Senior Marketing Coordinator where he utilized his extensive knowledge of UNYP and its students. Today, after his appearance in the TV show "Masterchef Česko", he follows his passion in the field of gastronomy, where he manages events for Foodway Catering, a prominent catering company in Prague.

"UNYP continues to play a vital role in my life. Not only did I receive a foundation for the start of my career in advertising, but it was also a place where I could explore multichannel marketing as UNYP is very involved across many channels and partnership marketing. If I can only name a single, most impactful skill, that I took from UNYP, then I would have to name the progressive, critical thinking mindset, which is characteristic of most UNYP students. With this approach, I was not afraid to attack any challenge with enthusiasm and a healthy amount of confidence. I could put this to use when I was opening a new business or when I went on TV to compete in a reality show."



# DIGITAL MEDIA ARTS

## ABOUT THE PROGRAM

The Bachelor's Degree in Digital Media Arts at the University of New York in Prague combines media and communication theory, critical thinking, and innovative technical approaches in order to develop graduates with creative skillsets for today's technologically-focused and integrated economies.

The multidisciplinary program integrates traditional areas of Communication and Media study (including media effects, culture, political economy, linguistics, and psychology) with digital media creativity and creation in the areas of video, web, and mobile applications.

The combination of various elements and phenomena that contribute to our global digital society result in a unique and competitive skill set which prepares graduates for the challenges of the future.

## REASONS TO STUDY DMA AT UNYP

1. Become highly competent in understanding the effects of new media on society and individuals.
2. Gain a solid base in the theory and practical skills required for professional careers in the digital media industries.
3. Learn the critical thinking, creative, analytical, and technical skills necessary to become empowered as problem-solvers and innovators in the field of digital media.
4. Acquire foundations in media technologies, a creative background in the arts, and an understanding of media effects on society, to ensure innovative approaches with ethical sensibilities.
5. Develop well-rounded communication skills, and increased awareness of and sensitivity to the ways in which media shapes culture.

## COURSES

### Core courses include:

- Core courses:
- History and Theory of New Media
- Psychology of Technology
- Sociolinguistics
- Intro to Digital Art & Design
- Digital Storytelling
- Game Design and Development

### Elective courses include:

- Image and Text in Visual Arts
- Digital Art and Design
- Images of Women in Western Civilization
- Indigenous Knowledge in Art
- Two Dimensional Design





## CAREER VALUE

Today's multimedia world demands people who are comfortable and fluent in aspects concerning the impact and formulation of new media content for a wide variety of stakeholders in both for profit and non-profit sectors. The Bachelor's Degree in Digital Media Arts has foundations in media effects, ensuring that graduates have key knowledge in the impact of the media on society, but its multidisciplinary approach means that it draws from areas such as linguistics, journalism, and psychology, giving graduates a competitive

edge in careers involving digital media. Graduates find themselves virtually unlimited in terms of the type of organization they bring a combination of a theoretical approach and skills awareness in new media to.

## DEGREES

This degree is awarded by SUNY Empire State University.







*Study in the City of a Hundred spires*





**UNIVERSITY  
OF NEW YORK  
IN PRAGUE**



**CZECH  
TEAM**

EDUCATIONAL SUPPLIER  
OF THE CZECH OLYMPIC TEAM  
2022 - 2026

## **UNIVERSITY OF NEW YORK IN PRAGUE**

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