



FIR

Bachelor of International Business

Faculty of International Relations
University of Economics, Prague, Czech Republic



UNIVERSITY OF ECONOMICS, PRAGUE

The University of Economics, Prague (Vysoká škola ekonomická v Praze – VŠE) is the leading university in the fields of management and economics in the Czech Republic with about 18 000 students, 700 professors and 220 partner universities. Study programs of the university meet the standards and guidelines of the European Credit Transfer and Accumulation System (ECTS) – VŠE was awarded the right to use the ECTS Label and DS Label certificates by the European Commission. VŠE offers a wide range of study fields in bachelor's, master's and doctoral study programs, both in Czech and in English. It has developed strong relations with partner universities and corporations from Europe, Asia and both North and South America. Within this framework, many courses are taught by visiting professors and corporate experts.

PROGRAM DESCRIPTION

The International Business program (IBB) is a three-year, full-time bachelor's degree program taught in English at the Faculty of International Relations. Graduates of IBB have extended practical competences based on theoretical knowledge in the fields of international business and management; they are also multilingual with strong language skills. They are prepared to work in mid-level management positions in multinational corporations, international and national export companies, in retailing businesses as well as in financial and governmental institutions. The acquired competences enable them to react flexibly to changes in the global multicultural business environment. At the same time, IBB provides a very solid basis for further studies at the master's level.

COURSES

- **Conditions for Completing the Program:**
Study load (180 European Credits – ECTS)
- **Core Courses:**
Basic Microeconomics; Basic Macroeconomics; International





Economics; Mathematics for Economists; Informatics; Statistics; Accounting; Introduction to Law; Sustainable Development and Environment; Geography of the World Economy; World Economy; Marketing and Business Policy; Retail Marketing; Principles of Management; Retail Management; Doing Business in Selected World Markets; International Business Operations; International Trade; Corporate Finance; Financial Theory, Policy and Institutions; Bachelor's Thesis Seminar; Languages courses.

● **Business-Related Optional Courses:**

various, including courses taught by visiting professors.

● **Final State Exams and Bachelor's Thesis:**

International Trade and International Business Operations; defense of a Bachelor's Thesis.

ADMISSION REQUIREMENTS

- completed secondary education
- application form
- structured Curriculum Vitae
- copy of a passport or ID
- digital photograph
- receipt of payment for the application fee (50 EUR)
- knowledge of English

APPLICATION DEADLINE

- 30 April

ENTRANCE EXAM (LONG-DISTANCE)

- essay on a given economic topic in English (min. 1 200 words)
- motivation letter in English
- interview in English

TUITION

- 1 800 EUR/semester

CONTACTS:

University of Economics, Prague

Faculty of International Relations

Winston Churchill Sq. 4, 130 67 Prague 3, Czech Republic

e-mail: andrea.petrankova@vse.cz

 <http://ibb.vse.cz>

