

Starting in October 2015, the **International School of Business and Management (ISBM)** offers a new international executive MBA programme conducted fully in English.



The ISBM prospectus of study elevates management education to a new level and further builds on European accreditation determined by the *Foundation for International Business Accreditation Administration (FIBAA)* to 90 ECTS.

Using specialised modules, the programme offers professionals from various sectors and disciplines that currently hold or aspire to leadership positions, an innovative portfolio of course offerings. These in turn, complement and extend traditional programmes of higher learning and afford the participant the opportunity to develop their skills and knowledge. This career readiness empowers the executive to effectively confront today's demanding challenges in both the corporate environment and society in general. The ISBM programme enhances the participants' profile through the acquired field-related knowledge, comprehension of contemporary trends and the demands of managerial practice.

Ranked third among the best business schools in Central and Eastern, ISBM is repeatedly recognised by EDUNIVERSAL. Foremost factors to this award include:



- European accreditation;
- International faculty;
- Scientific scholarship and specialised practical experience;
- Integration of interdisciplinary educational approaches;
- Effective teaching methods;
- Access to international databases and libraries;
- Co-operation with foreign universities and corporations, and an
- Established network of students, faculty, and alumni.



Instruction is conducted in multiple blocks based on the modular structure of the ten major fields and associated topics. Additional information is available from the ISBM website (<http://isbm.vse.cz>). It is feasible to have one subject taught abroad in the form of a short-term residency at a partner university. The programme structure comprises the 10 modules with separate exams, two written assignments and a final thesis. Given this format, the programme has been evaluated by the Czech Association of MBA Schools (CAMBAS), that embodies the leading MBA schools in the Czech Republic:

Management Basics

The module provides conceptual knowledge, theory and comprehension relative to management fundamentals and international management. This block identifies and investigates the appropriate strategies for corporate success.

Operations Management

International Management

Management Fundamentals

Human Resources Management

This module deepens knowledge in the management of individuals, groups, and teams. The managerial personality, social and intercultural competences, and management typologies contribute to organisational success.

Human Resource Management
Management Skills
Organizational Behaviour and Leadership
Cross-Cultural Management

Economic Frameworks

The module introduces the economic principles of corporate governance. The block assists to determine the optimal method(s) to process the necessary information into a comprehensive European and global economic system as well as to provide effective assistance in managerial decision-making.

Economics
World Economy Trends
Applied Statistics

Corporate Governance

This module delves into the legal and ethical principles in the management of varying types of enterprises and organisations. In addition, the module discusses the application of business law and ethics based on managerial responsibility in the Czech Republic and the European Union.

Legal Environment
Corporate Governance
Managerial Responsibility and Business Ethics

Marketing

This module provides participants a deeper knowledge of marketing management and decision-making to analyse and develop an environment with greater emphasis on the consumer.

Marketing Management
Consumer Behaviour

Research Assignment

The methodological skills acquired in this course contribute to the seminar research work. This later proves to be an invaluable asset in thesis development.

Accounting, Taxation, and Auditing

Members are able to interpret the financial status and performance based on financial statements. Moreover, participants evaluate the tax implications of individual operations, the audit process, financial review and assessment.

Financial Accounting
Taxation and Auditing
Applied Accounting for Management

Financial Management

The module explains the basics of the financial environment and the functions of financial and money markets in relation to business. Participants are introduced to current financial instruments and methods essential for the successful management of the company's value, investment security and overall management.

Managerial Finance
Financial Modelling in Business Practice
Finance & International Financing

Information Management

The module presents the methods and tools of information management. This entails an effective recovery policy, and the development and innovation of enterprise IS/ICT. Areas emphasised include the relationship between the IS/ICT and business processes, metrics, and performance methods and models of IS/ICT management.

Information Systems
Information Technology Management

Strategic Management

This module provides essential information on the central tasks of executive management. Areas of concentration are the principles of long-term strategy, project management, and the use of innovation to improve the efficiency of corporate or organisational management.

Strategic and Risk Management

Change Management

Project Management

Business and Entrepreneurship

This module provides the foundations of entrepreneurship, as well as the establishment and further development of the company. The discussion material includes such associated topics as the evaluation of the start-up, investment decisional process and risk management.

Entrepreneurship

Business Evaluation

Investment Decision-Making

Business Project

This module permits the participant to convert their assimilated knowledge into practice through praxis-oriented seminar work. As a response to realistic management challenges, the emphasis is on practical proposals. The recommended proposals impact the organisation and future corporate strategies. The project forms the basis for the draft functional portion of the thesis.

Master Thesis

The thesis represents the quantification and qualification of the programme participant's capabilities to undertake independent research and present results in a clear and systematic format. The research project is based on the practical attributes of the business project.



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