



Invest
in your
career

MBA

FACULTY OF ECONOMICS
TECHNICAL UNIVERSITY
OF OSTRAVA

 LIVERPOOL
JOHN MOORES
UNIVERSITY

The MBA programme is a professional educational course of study aimed at deepening the knowledge, skills and experience necessary for the development of managerial competences. Broaden your horizons with the help of experts from academic background and practice and take advantage of the new impulses for personal development, professional growth and qualitative shift in the organization that you work in.

On 24 June 2014 the programme was successfully validated by the foreign partner for the English form of tuition. The partner university of the MBA programme in Executive Leadership is Liverpool John Moores University, United Kingdom.

The external evaluation of the programme is carried out by an employee of The University of Nottingham, United Kingdom.

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Zdeněk Zmeškal, Dean of the Faculty of Economics, VSB - Technical University of Ostrava

The MBA study conducted in English language with Liverpool John Moores University, Business School is a prestigious program of study offered at the Faculty of Economics of the VSB - Technical University of Ostrava.

The offered MBA study and mutual cooperation allow to transfer the knowledge and experience of management education corresponding to the demanding European standards, including the link to practice.

The implementation of the programme leads to an increase in the quality of management and business activities for the employees with both economic education and technical education, as well as education in natural science. The graduates appreciate the model stemming from the cooperation between universities and mutual interaction. It is also beneficial for the transfer of knowledge and experience in business and the public sector in both countries.



Tim Nichol, Dean of Liverpool Business School, Liverpool John Moores University

Ostrava welcome!

Liverpool Business School values the educational partnership we have forged with Ostrava Faculty of Economics and the Department of MBA Studies.

Our organisations share many core values; we place students at the heart of what we do, our scholars make significant contributions to important bodies of knowledge and we have an emphasis on building strong links with business.

The MBA Executive Leadership programme is at the forefront of executive education and the quality of students continues to improve year-on-year. Future developments of the programme will ensure the curriculum remains cutting-edge and students will continue to benefit from our collaboration.

We pride ourselves on professionalism, individual approach, friendly and good background

Why us?

We have been providing business education since 1977 and applying the MBA programme since 1999.

Our programme is regularly validated by a reputable foreign partner, Liverpool John Moores University (LJMU). We have been a sound and long-time member of the Czech Association of MBA Schools - CAMBAS and comply with its accreditation standards. The quality of the programme is guaranteed through threefold evaluation of all the study outputs implemented independently of LJMU, by us and by an external evaluator of the University of Nottingham in United Kingdom.

Our alumni have long been appraising our programme as a source of reliable and valuable information that they efficiently use in their everyday practice. We place great emphasis on helpfulness, support and pleasant atmosphere based on mutual trust. Students' satisfaction is our top priority and we verify its fulfillment after the end of each module and at the end of the entire study.

We are proud on what we can offer

Professional team of tutors

Our tutors are carefully selected personalities recognized in academic circles and by the wider public. Many of them have international experience. We emphasize in particular the ability to practically apply the theoretical background in the most diverse areas of professional orientation of students.

Individual approach to students

Thanks to smaller study groups the teachers can lead the students individually, both at teaching in the classrooms and in consultation of projects and final theses. When addressing study issues the lecturers are available in person, by phone and via e-mail throughout the entire study.

Cutting-edge learning facilities

Each student is regularly informed about lectures, exams and important events in the programme by staff of the Department of Managerial Studies. At the department, the students can always consult standard study and organizational issues and find help in addressing any other problems related to studies. We have a rich library of literature dedicated to MBA programme and our information and communication technologies belong to the most modern and the most progressive at Czech universities.

References



Ing. Jaroslav Balhar, MBA
Product Specialist, EMEA Wear Applications
Sandvik Hyperion

I graduated from university just before the velvet revolution, and for this reason I had a very limited theoretical knowledge of the market economy.

I gradually learned how to manage finance, people, conduct marketing activities or set up business processes only in practice. I have been professionally involved in marketing and business activities for a leading Swedish company for many years. In this environment, I have for some time been feeling the need to gain a deeper education in these areas of business activity. MBA study in English at the Faculty of Economics completely met my expectations.



Ing. Kostas Čanaklis, MBA
Production Director Teva Czech Industries s.r.o.

MBA study at the VSB - Technical University of Ostrava in partnership with JMU offered me to glimpse at economic and managerial issues after 15 years of practice. The fresh practical experience offered the possibility of factual discussion with the lecturers, constructive confrontation between theory and practice, or a theoretical explanation of real business situations. Thanks to erudite lecturers from the academic field, but also managers with years of experience who led us in this debate actively I use the acquired knowledge in my daily managerial work.



Jan Holík, MBA
Head of Internal Audit and Plan MSEM, a. s.

For me, probably the most valuable contribution of MBA degree programme is that I can now assess each new project, as well as regular work assignment in a sort of broader perspective and I am always able to quite successfully predict the impact of the issues on the individual areas of business management. I very much appreciated the discussions at individual lectures, thanks to which I had the opportunity to compare a wide range of presented theoretical knowledge with reality. I can appreciate very positively the staffing of the program, the presenters were great professionals and with much experience at the same time.



Ing. Michal Vojáček, MBA
Health Care Department Director
General Health Insurance Company of the Czech Republic

My main motive for MBA study was to further expand the theoretical and practical knowledge of management and economics. In this sense, my expectations were completely fulfilled. The tuition contained not only a theoretical part, but was closely linked with the practice of using model situations and case studies. I often successfully applied the knowledge gained to address the challenges of my professional life. Last but not least, the MBA study was an opportunity to establish interesting contacts and to obtain a series of inspirational ideas.

See Further references at: www.ekf.vsb.cz/mba

Information about the study

Whom is the study intended to?

The program is designed especially for interest-showing people from the middle and upper management, who would like to deepen the knowledge of the management, maintain professional qualification and extend their knowledge on an international scale, improve language skills and obtain university diploma with internationally recognized MBA title. The condition for admission to the programme is the tertiary education (at least bachelor's degree) and experience in management or project management of at least two years. Required education can be replaced by managerial experience of a duration of five years. The candidate must demonstrate the knowledge of English at IELTS 6.5 level.

How can you apply for study?

The applicants can apply using the electronic form on the website of the Faculty of Economics of the VSB - Technical University of Ostrava, www.ekf.vsb.cz, MBA Programmes section, or in person, via e-mail or call to contact the Department of Managerial Studies. Single rounds of admission proceedings are regularly updated on the website.

When I am an MBA student

The MBA programme of study takes place about twice a month on Friday afternoons and Saturday mornings and afternoons, in the utmost modernly equipped classrooms of the Faculty of Economics. Students have access to all study materials, which can, if necessary, also be found in electronic form at any time in the university system. For students of the MBA programme there are specially intended books in the university library, which can be hired only by those students. High standard and quality guarantee of the programme and the highest possible degree of objectivity is determined, among other things, by the fact that all rated student outputs are independently assessed by both universities, as well as by an external evaluator from the University of Nottingham. The students are regularly informed of all organizational matters by the Department of Managerial Studies, which is (in addition to the whole MBA team) fully available to students in solving all study-related issues.

Graduation

The study is completed by achieving the required number of credits after the successful submission and evaluation of the final dissertation. Successful graduates of the MBA programme in Executive Leadership are awarded diplomas at the graduation ceremony by two universities (LJMU and VSB-TU Ostrava) and an MBA title with international validity. While according to Czech legislation it is a professional title, in the UK and other countries it is considered an academic title.

Form and course of study

The study takes place in two stages and lasts for two years (each student is admitted to study the next stage after the successful completion of the previous stage).

Stage 1 (120 credits)		Stage 2 (60 credits)	Optional modules
Strategic Management and Marketing (20 credits)	Managerial Economics (20 credits)	MBA in Executive Leadership Dissertation	Project Management
Managing Finance (20 credits)	Managing People (20 credits)		Financial Analysis and Valuation
2x Optional Module (2x10 credits)	Research Methods in Business Management (20 credits)		Business Administration
			Change and Knowledge Management



Study opens in
September/October

Place of study
Faculty of Economics
VSB - Technical University of Ostrava
Building E, Havlíčkovo nábřeží 38A
702 00 Ostrava
Czech Republic

Teaching language
English with optional Czech language support

Initial prerequisites

- › At least a bachelor's degree,
- › Minimum of two years of management experience or complete secondary education with a long management experience (5 years)
- › Knowledge of English language at IELTS 6.5 level

Applications for study
Department of Managerial Studies
Faculty of Economics
VSB - Technical University of Ostrava
Building E, Havlíčkovo nábřeží 38A
702 00 Ostrava
Czech Republic
mba@vsb.cz

Study fee
290,000 CZK, 0% VAT (approx. EUR 10,000)
The fee is payable before the course begins with the option to pay in two instalments.

Admission interview fee
1 000 CZK, 0% VAT (approx. EUR 35)

Programme Leader
prof. Ing. Martin Macháček, Ph.D.
martin.machacek@vsb.cz

Study support
Ing. Michaela Skulinová
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Ing. Radka Mikluš Janošová
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radka.janosova@vsb.cz

www.ekf.vsb.cz

MBA Modules

Managerial Economics

The module equips participants with solid knowledge of fundamental micro and macroeconomic principles and tools and their relevance to management decision making. Its aim is to motivate participants to study business administration in the context of wider general economic and social processes and enable them to perceive close relationship between the organization and its economic and social environment.

Managing Finance

The Managing Finance module is designed to provide participants with the tools to interpret and evaluate financial information. The emphasis is placed on the utilization of financial information by managers for an effective decision making in various types of enterprises. The module develops students' abilities in financial analysis; investment appraisal; company's valuation; costing and pricing; short-term decision making; and identifying and managing financial risks.

Research Methods in Business Management

The RMiBM module provides a conceptual framework for research design. Research module will enable the participants to understand and use the quantitative and qualitative methods with emphasis on the design and analysis of questionnaire surveys, management of projects and the implementation of multiple criteria decision making methods. Aggregate research findings lead to improved quality of decision making in the business management.

Managing People

Any organisation, without a proper setup for HRM is sentenced to suffer serious problems while managing its regular activities. For this reason the companies must nowadays put a lot of effort and energy into setting up a strong and effective HRM. A good HR is critical to an employee oriented, productive workplace in which employees are energized and engaged. In this course, the students will learn not only learn about the history of HRM but also about current trends in HR. Special attention is paid to company culture, communication, employees' training and development, employees' recruitment, adaptation, remuneration, motivation etc. Students will also learn about building a personal brand and emotional intelligence.

Strategic Management and Marketing

The aim of this module is to develop strategic thinking in different organisational and market contexts, including international markets. The module focuses on assessing internal and external environment and designing integrated strategic plans. By participating in the interactive problem-solving activities and case study analysis, students gain important insights into the process of marketing strategy creation and the management tools for sustaining competitive position. In addition, students strengthen their ability to analyze customer needs and buying behaviour, understand competitor strengths and weaknesses, and identify crucial business shifts.

A successful graduate of the programme obtains MBA title awarded by Czech and foreign partners. The education and the degree are therefore fully recognized abroad.



Project Management

The PM module (Project, Programme and Portfolio Management) aims at providing education in project management at the graduate level for those who plan to pursue business career in the field of project management. Students will learn practical PM methodology, software support such as GanttProject and Microsoft Project 2010 for planning, implementing, monitoring and controlling and acquire integrated knowledge of project management with PMI standards. Each of the ten knowledge areas contains the processes that need to be accomplished within its discipline in order to achieve effective project management.

Change and Knowledge Management

The students will learn the skills needed to cope with the changes and also to manage knowledge processes within an organization. The students will become aware of the needs for management innovation and the development of knowledge in the organization. The lectures and practical exercises will enable participants to develop the expertise and skills needed by leaders and managers to lead change and innovation in organizations through knowledge and change management.

Business Administration

The Business Administration module is focused on strategic, tactical and operational context of activities in an enterprise. After the study of this module the participants should be able to: identify and assess the external and internal factors that influence the success of an enterprise; assess various forms of business and organisation structures; analyse and critically evaluate the processes in the enterprise and identify areas for

improvement; select and apply approaches and techniques to carry out the desired improvements.

Financial Analysis and Valuation

The objective of this module is to extend the knowledge of students in selected fields of financial management and decision making. Its content follows the issues presented in the Managing Finance module, with the selected fields being further developed. The module is focused on dealing with the following tasks and problems: evaluation of a business's financial performance, evaluation and analysis of valuable financial assets, derivation and application of selected models for random variables application, possibilities of assessing the risks in real assets etc. The students will be asked to solve a set of simple optimization tasks.

Dissertation

The aim of the Dissertation module is to realize a significant research that presents deep knowledge in the corresponding thematic area of management. Elaboration of dissertation thesis at the master's degree level is the most important part of MBA studies. The preparation of dissertation aims to provide students with experience with data processing in an enterprise, and makes students apply appropriate concepts and theories that are inherent to the business environment. Under the guidance of their advisors, students collect, analyse and interpret information and data so that formulated conclusions are justified, reliable and valid. Students are expected to demonstrate innovation, but also an academic approach to the problem being addressed.

prof. Ing. Martin Macháček, Ph.D.
Programme Leader
Module Leader
Dissertation



Martin Macháček is a Vice-Dean for International Affairs and Development at the Faculty of Economics of VSB - Technical University of Ostrava. He is macroeconomist with a focus on the development and methodology of economics, holds doctorate degrees of Ostrava and Plzeň, with rich academic experience from home and abroad. He has many years of experience in the faculty management, national professional associations and institutions involved in research funding. He also shortly worked as an economic analyst in the banking sector. He has been an MBA lecturer since 2000.

doc. Ing. Pavla Macurová, CSc.
Module Leader
Business Administration



Pavla Macurová works at the VSB - Technical University of Ostrava, Faculty of Economics, Department of Business Administration. She is professionally focused on logistics management, quality management and process management. In the research, in collaboration with practice and publication activity, she deals with improving the performance of manufacturing and distribution logistics systems, risk management in logistics, diagnostics in the field of logistics and quality. She also participated in the design of the operational EU program aimed at introducing a system of logistic training for business area.

doc. Ing. Miroslav Čulík
Module Leader
Financial Analysis and Valuation



Miroslav Čulík has worked at the Department of Finance of the VSB - Technical University of Ostrava for 17 years, since 2015 as an associate professor. The subject of scientific interest lies in the application, possibilities and conditions of the use of the real options method in corporate decision-making, especially solving tasks of valuation and decision-making type in terms of risk and flexibility. He is an author of four university textbooks. The results of his scientific work are published regularly in journals and conference proceedings registered in the Web of Science and Scopus database.

Ing. Petr Gurný, Ph.D.
Module Leader
Managing Finance



Petr Gurný has been an assistant professor in the Department of Finance for over ten years with a focus on corporate finance, business valuation and risk management. He has many years of experience teaching in the MBA programme, both in Czech and English. He is the author of dozens of scientific articles and publications, team leader in several research projects and a member of the Council of the Institute of Property Valuation at the Faculty of Economics of VSB-TU Ostrava.

Ing. Tomáš Wroblowský, Ph.D.
Module Leader
Managerial Economics



Tomáš Wroblowský is assistant professor at the Department of Economics, in the years 2009-2016 he was its head. He has been a long-term lecturer at the Faculty of Economics of VSB-TU in the intermediate course in macroeconomics and a variety of other optional subjects, both in Czech and English. Since 2014 he is the guarantor of the Managerial Economics module within MBA study in Executive Leadership, taught in English in collaboration with John Moore's University in Liverpool.

Ing. Kateřina Kashi
Module Leader
Managing People



Kateřina Kashi is currently completing her doctoral studies at the Faculty of Economics. The main subject of her research is human resources management with a focus on training and staff development as well as competency models. As a teacher she focuses on the following subjects: Managerial Skills, Production Management and Services, Managerial skills and Trends in Modern Management. She often presents the results of her work at conferences in Czech and abroad.

dr. Ing. Petr Řeháček
Module Leader
Project Management



Petr Řeháček deals with project management and design of project templates, auditing systems according to RPA, S.P.A., IATF and other projects in the field of systems engineering. He draws his practical experience from the Czech Republic and from foreign businesses and he is the author of many articles and publication of this field. He is an auditor of international company SGS Czech Republic. As a lecturer, he is more focused on practice and mainly concentrates on risk management and programme and project portfolio management.

doc. Ing. Vojtěch Spáčil, CSc.
Module Leader
Strategic Management and Marketing



Vojtěch Spáčil is the head of the department of marketing and sales at the Faculty of Economics. He teaches courses in Marketing Management and Business Marketing and professionally focuses on measuring customer satisfaction and typology of consumer behaviour. He holds Dutch "NIMA-A" and "NIMA-B" marketing certificates. He completed an internship at the British research agency TAYLOR NELSON AGB. He organized 250 marketing projects for companies such as Heineken, Unilever, Arcelor Mittal.

doc. Ing. Jana Hančlová, CSc.
Module Leader
Research Methods in Business Management



Jana Hančlová is Head of Department of Systems engineering. She focuses her educational activities lasting more than 30 years on teaching quantitative methods in economics and econometric modelling and at the level of undergraduate, graduate, but also doctoral programmes. Within the research activities she solves projects and publishes in the area of data envelopment analysis, stochastic limits and macroeconomic modelling. She is the author of dozens of scientific articles and publications, team leader in several research projects.

Mgr. Jan Kovács, Ph.D.
Module Leader
Change and Knowledge Management



Jan Kovács is trainer for development of managerial competency needed for effective management of customer-oriented processes and change management, the expert for increasing corporate performance through the methods of improvement and Lean management tools (Kaizen, World Class Manufacturing). The Trainer for the Module Cost Deployment, Autonomous Maintenance, Professional Maintenance, Focused Improvement, People Development, Quality Management.).

Our lecturers

The programme courses are taught by both highly qualified lecturers and internationally acclaimed experts from practice.



Ivana Watson

Ivana has 20 years of experience in managing people. She worked for many companies as HR Director, acted as a consultant to top managements of companies with up to 12 000 employees. She has a Master's Degree in Strategic Human Resource Management at the Sheffield Hallam University, UK. She attended courses in management and entrepreneurship (MCE Brussels, Ashridge Institute, IMD Lausanne). She is

certified in Predictive Index, Thomas International and Prism psychometric tests. She is an experienced facilitator at international level (the countries of Europe and Africa). Ivana is also an accredited mediator and a specialist on Alternative Dispute Resolution in business.



Rostya Gordon-Smith

Rostya has been involved, for over than 20 years, in people management in the Czech Republic and other countries. She founded a consulting company People Impact. She received education in the UK, Canada and Australia and she achieved Master degree in Strategic Organisational and Human Resources Development at Macquarie University Sydney/Hong Kong. She is amongst 50 senior HR managers in "HR World." She

is the founder of the "HREA" HR Excellence Award competition and several corporate universities. She is engaged in the promotion of contacts between Czech and foreign HR professionals. In 2011 she published the book "How to Build Positive Image on the Market" and wrote the course "How to Build Your Personal Brand." She published articles in prestigious magazines (Computer World, HK East European Review, and others). Rostya is a frequent speaker at international conferences at home and abroad. She founded the movement Minerva 21.



Jan Hebner

A former diplomat working in China. He worked as a director of the Chinese branch of HTC Holding (owning also the Czech ZETOR), which he founded in 2013. He studied MBA at Peking University. He deals with Asian economies, lectures at universities in the Czech Republic and Shanghai. He is a member of the Supervisory Board of the European Chamber in China, and chief editor of the Šanghaj Plus newsletter. He is the author

of numerous publications, one of the most recent once is "Obchod s Čínou bez rizika a se ziskem" (Trading with China Without Risk and With Profit).



Jan Kadlec

Leads the global marketing of the leading innovator and supplier of lighting for the automotive industry - Varroc Lighting Systems. He focuses on Market Intelligence - creating a strategic map for achieving business objectives. He has significantly contributed to the successful launch of the new series of PHOENIX vehicles on market for TATRA truck manufacturer. He showed particular focus on creating customer value proposition - a

measurable effect brought to the client by application of a specific product against the competition. He graduated in Marketing and Trade at the Faculty of Economics, VSB - Technical University of Ostrava.



PhDr. Jan Vašek, MSc. et MSc.

He graduated in Strategy and Innovation at the University of Oxford, General Management at Harvard Business School and Enterprise Performance management at Cranfield University. He specializes in industrial purchase of commodities. His professional career can be divided into three periods: the first is a gradual career in the automotive industry from the buyer (CR), through project purchaser (Fr, Bel), head of central purchasing

group (Fr) up to the position of purchasing manager at the production factory (Fr). The second experience is then the position of purchasing director and coordinator of central purchasing in the consumer goods industry (De). He currently teaches industrial purchasing and B2B marketing at the Faculty of Economics at VSB-TU Ostrava and frequently presents at conferences with purchasing topics.



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