

LINKING THEORY WITH PRACTICE AT THE BUSINESS GATE CENTRE

The Multifunctional Business Support Centre was established and is operated by the Statutory Town of Karviná, in cooperation with the School of Business Administration of the Silesian University in Opava and other partners to support entrepreneurship and entrepreneurial spirit.

WHAT WILL YOU GET FROM DOING THE COURSE?

● OBTAIN PROFESSIONAL EXPERIENCE DURING YOUR UNIVERSITY STUDIES

Do you study and want to obtain professional experience? Great! We have the Academy course for you, where you can try to solve a real business assignment, gain a lot of interesting information at workshops. You don't have to have any experience, just your enthusiasm will do, and we'll teach you everything on the go.

● DEVELOP YOUR THEIR IDEAS

Do you have a business idea? Do you want to do something great for others? Is an interesting thought shaking your head? Come to us! We will listen to you and help you from the idea to the first paying customer.

● INSPIRATIVE ENVIRONMENT

Do you want to develop your idea and your home or school environment do not suit? Business Gate is the right place for you. Take advantage of one of our offers and get inspired in an environment where you get the background and contacts for your Business.



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School of Business Administration
in Karvina**



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MINISTRY OF EDUCATION,
YOUTH AND SPORTS



SILESIA
UNIVERSITY
SCHOOL OF BUSINESS
ADMINISTRATION IN KARVINA

MASTER IN BUSINESS ECONOMICS AND MANAGEMENT

**BUSINESS
GATE**



WHAT IS THE BG ACADEMY COURSE?

It is a unique connection between companies and students, from which both parties benefit. Students will apply their knowledge of studies in a real project and gain valuable practice in the field. Companies receive a processed marketing project. Student teams are led by professional mentors from both practice and academic staff of the School of Business Administration.

IN THE ACADEMY COURSE TOGETHER WITH THE STUDENTS WE HAVE:

- created content strategies for social networks of a well-known brand Hello producing fruit drinks,
- prepared a plan to promote game novelties among Youtubers for Craneballs developers,
- implemented a content strategy for Instagram of a traditional Czech manufacturer Moravec Kvalitní ponožky,
- administered Facebook for the producer and seller of RAW Juices BlackKale,
- prepared the programme of the anniversary event of the establishment of Co. ArcelorMittal Tubular Products Karviná,
- planned communication activities for the non-profit organization Bez



- mámy (Without Mom) helping orphans in Africa, created a family financial plan for a specific family when students were asked to analyze family possibilities and make them financially viable to meet all their life goals,
- arranged, beyond the Academy course, follow-up internships and practical training for dozens of students in the communication agency Dva mluvčí and the marketing agency Proud Consulting.
- dealt with many other practical assignments where students can test and refine their expertise.

BUSINESS GATE HAS HELPED TO START A BUSINESS:

A number of practical lectures and workshops take place in the centre and combined with the experience of the Academy course, some students have been given the opportunity to take their business to the next level. One of the examples is the student of the second year of the specialization Marketing and Trade Michal, who with his product went through a number of consultation rounds with mentors in another program Benefit, which helps start-up entrepreneurs. With his idea, he went to Joensuu in Finland as part of a project where our Faculty is a partner, where he competed with six teams from France, Germany, Belgium, Scotland, Poland and Finland



to present his product to investors. Michal has won the competition and is now in the next stage of product prototyping and debugging before it is launched. His start-up makes it easy to grow fresh vegetables and herbs right in the kitchen of customers.

WWW.BUSINESSGATE.CZ/EN/

The gateway to the world of business