



Slezská univerzita
Obchodně podnikatelská fakulta



SILESIA UNIVERSITY

School of Business
Administration in Karviná

WHY STUDY WITH US?

Czechia is a state full of opportunities. Its location in the centre of Europe allows you to travel and discover. Go and explore the country and Europe! It's also affordable. The cost of living is lower, yet the quality standards are high.

Beautiful town Karvina. Its 30 minutes' drive to the mountains, 20 to the major city, and only a few to the shopping centre, lakes, parks.

The Silesian University is a top regional university. It offers an excellently rated educational process, renowned academics, visiting expert practitioners.

The School of Business Administration is large enough to offer top expertise, but also small enough to know all our students and offer them an individual approach.

We support our students in studying abroad, our teachers in teaching abroad and people from all over the world study and teach at our Faculty. Meet people from all over the world.

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STUDYING IN
CZECHIA

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UNIVERSITY IN
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SCHOOL
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INTERNATIONAL
COOPERATION





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EXPERIENCE



We take care of our students both during and after classes, for example, we organize cultural events.

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LINKING WITH
PRACTICE



Our students have the opportunity to gain practical experience on many occasions, for example through our Business Gate Multi-functional Business Support Centre or the Institute of Interdisciplinary Research.

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CAMPUS



Fantastic campus facilities. Many multimedia classrooms, newly refurbished modern premises, own university dormitories, a canteen, a library, sports facilities and more.

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SCIENCE,
RESEARCH AND
TECHNOLOGY



Scientifically active professors. Own journal and conferences. High-tech University. Several multimedia classrooms are always available to students, EDULAB - rooms equipped with the latest multimedia technology, ultra-high performance servers, own simulation software to simulate business processes and consumer behaviour.

SEE PAGE 29
OUR ENGLISH
PROGRAMMES



We offer English degree programmes in the follow-up Master's and Doctoral degree programmes.



Slezská univerzita
Obchodně podnikatelská fakulta

DEAN'S OPENING WORDS

Dear friends,

I am very glad that you are flipping through the pages of this brochure. This means that you want to learn more about the School of Business Administration in Karviná, which is part of the Silesian University in Opava. Here you will find the most important information about our Faculty, study opportunities and other cooperation as well as basic facts about our country, region and town.

Today, the Faculty represents a modern, flexible educational institution that has an important place and mission in the region. We provide education in economic, financial, social and administrative fields of study as well as in the fields of computer science in economics and tourism.

We offer modern classroom equipment, professional international academic background, and important expert practitioners' experience, the possibility of acquiring professional skills through involvement in solving a number of projects. We emphasize the achievement of our graduates' high expertise, language skills and practical experience. International students can choose from 3 study categories: Degree students, Exchange students and Visiting students.

Thanks to its size, we offer both top expertise and a family atmosphere. Our graduates do amazing things and you can also if you decide to study with us!

I look forward to seeing you,

Prof. Daniel Stavárek, Dean

OUR SLOGAN
"STUDY FULL OF
OPPORTUNITIES"

- ▷ 1800 STUDENTS,
- ▷ 80 TEACHERS,
- ▷ 80 SUPPORTING STAFF,
- ▷ 5 DEPARTMENTS,
- ▷ 2 INSTITUTES,
- ▷ TOP REGIONAL UNI,
- ▷ EECA UNIVERSITY
RANKING # 251-300,
- ▷ 30 YEARS' EXPERIENCE,

- ▷ OVER 100 MULTIMEDIA
STATIONS,
- ▷ EDULAB,
- ▷ MULTIMEDIA STUDIO,
- ▷ ERASMUS +,
- ▷ OVER 50 COURSES IN
ENGLISH,
- ▷ OVER 50 INTERNATIONAL
AGREEMENTS WITH 30
COUNTRIES.

More information at:

www.slu.cz/opf/en

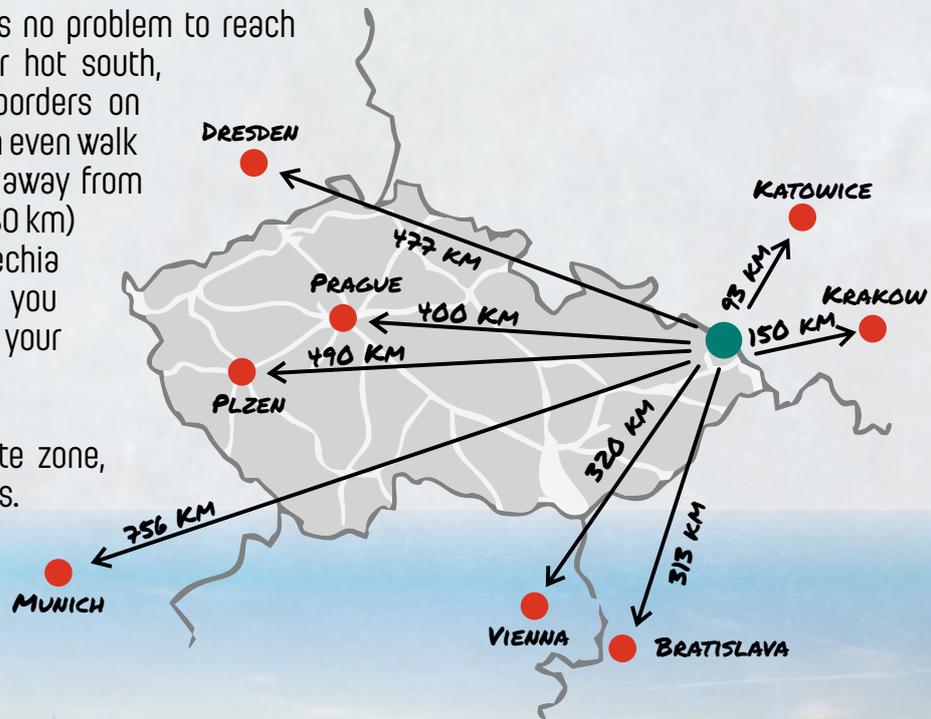
STUDYING IN CZECHIA

OPPORTUNITY TO DISCOVER

Czechia (Czech Republic) is a state in the heart of Europe. Czechia is part of the European Union (EU) and the Schengen area, which ensures free movement to neighbouring countries. According to the Global Peace Index 2018, it is the 7th safest country in the world. The location in the centre of Europe allows for comfortable travel and exploration, there is no problem to reach the freezing north or hot south,

high mountains or the sea. Czechia borders on Poland (Karviná is a border town, you can even walk to Poland, the faculty building is 5 km away from the border), Slovakia (30 km), Austria (250 km) and Germany (400 km). However, Czechia itself offers so much to discover that you will have something to visit throughout your whole studies.

Thanks to its location in a mild climate zone, Czechia offers charms of all four seasons. A beautiful long summer, which you can spend in the summer swimming





pools, in aquaparks, go down the rivers on boats, go on trips in the picturesque landscape, or cool in the mountains and forests. Spring and autumn are perfect for exploring numerous castles, vineyards, theatres or huge shopping centres. In winter there are many opportunities for winter fun, i.e. skiing, cross-country skiing, sauna, skating etc.

Historically, Czechia has been influenced by many other nations and offers a rich culture and interesting lifestyle associated with it. After the First World War (1918), independent Czechoslovakia was established and in 1993 independent Czech Republic. The Capital of Czechia - Prague is one of the most sought-after European cities. Our spa and wellness are also popular. There is also a rich social life where various festivals are held every weekend and holidays are celebrated. National sports are football and ice hockey.



CZECHIA HAS LOWER LIVING COSTS COMPARED TO WESTERN EUROPE



CURRENCY: CZECH KORUNA / CZK



IN THE LONG TERM, THE EXCHANGE RATE IS AROUND 26 CZK / EURO AND 22 CZK / USD



E.G. ACCOMMODATION COSTS ABOUT 3000 CZK PER MONTH



LUNCH 60 CZK IN THE CANTEEN AND 100 CZK IN THE RESTAURANT



2 LITERS OF COCA-COLA 30 CZK



0.5 LITERS OF BEER IN THE RESTAURANT 30 CZK



A LOAF OF BREAD 20 CZK



1KG CHICKEN BREAST 140 CZK



12 EGGS 40 CZK



1KG OF CHEESE 160 CZK



1KG OF APPLES 30 CZK



A BUS RIDE 20 CZK



A CINEMA TICKET 150 CZK



POPULATION: 10.5 MILLION

FAMOUS CZECHS:

Jaromir Jágr (hockey player), Dominik Hašek (hockey player), Tomáš Rosický (footballer), Petr Cech (footballer), Barbora Spotáková (javelin), Jan Zelezny (javelin), Petra Kvitová (tennis player), Ivan Lendl (tennis player), Vaclav Havel (president), Jaroslav Seifert (Nobel Prize in Literature), Milan Kundera (writer), Antonin Dvorak (composer), Bedrich Smetana (composer), Milos Forman (film director).



THE TOWN OF KARVINÁ

Karviná is a statutory town in the Moravian-Silesian Region in the northeast of Czechia, 20km from the 3rd largest city in Czechia, Ostrava. It currently has around 53 thousand inhabitants, making it the 17th largest city in Czechia. Karviná is called a mining, spa and university town. It is a town with a rich cultural and social life. Karviná has a beautiful historic centre with a renovated square, where Fryštát Chateau is located. Visitors should definitely not miss the "Karviná Pisa" - the slanted church of St. Peter of Alcantara in Karviná-Doly. The recreational facilities of the town include the Loděnice complex in the chateau park, a modern summer swimming pool and a golf complex in Lipiny. Those interested can choose from many sports options. It features an indoor pool, ice rink and a multipurpose hall with tennis, badminton and squash courts and a fitness centre. The beauty of the town and the surrounding countryside can be enjoyed on foot or by bike on regional or local cycling routes.

**OPPORTUNITY
FOR LEISURE
ACTIVITIES**

More information at:

 www.karvina.cz

**SILESIA UNIVERSITY
SCHOOL OF BUSINESS ADMINISTRATION IN KARVINÁ**

FRYŠTÁT CHATEAU

The Empire Fryštát Chateau is a unique monument of its kind in the local region and represents a truly unique object in the region. After extensive reconstruction, the chateau was opened to the public in 1997 and in 2003 another part of the chateau was opened to visitors - the adjoining building "Lottyhaus". For each season novelties and various variegated classic tours of historic interiors are regularly prepared for visitors.



CHATEAU PARK

The original chateau park, now Božena Němcová Park, was founded in 1804 in the English style. It is a popular place to relax with an area of 36 hectares. In the park, there is a children's playground in the style of a Slavic fortified settlement and a recreational area „Loděnice“, where you can rent boats for a ride through the backwater of the Olše River. In the central part near the former stables, there is a zoo corner with an enclosure for deer and small waterfowl. The Mlýnská brook flows through the park and completes the pleasant atmosphere of this charming corner.



KARVINÁ PISA

The slanted church of St. Peter of Alcantara "Karviná Pisa" was built in 1736 in the Baroque style. It was built by a local nobleman Franz Wilhelm Larisch. As a result of hard coal mining, there was a decrease of 37 meters and a





deviation of the church by 6.8 degrees to the south. Its obliquity overcomes the world famous tower in Pisa, Italy and becomes a popular destination for tourists from around the world. The church was included in the Czech Book of Records and Curiosities as the most inclined church in Czechia.

SPA AND WELLNESS

Darkov Spa has been in operation since 1867. They specialize in the treatment of the musculoskeletal system, vascular and nervous diseases. Those interested can visit the modern wellness centre with swimming pools, cryo chamber and sauna world or enjoy one of the gastronomic facilities. Cultural events and dance evenings are regularly held in the Rehabilitation Sanatorium.



SILESIAN UNIVERSITY IN OPAVA

Founded in 1991, the Silesian University is one of the youngest universities in Czechia. It is a modern, dynamic educational institution with a wide range of professional and academic courses. The Silesian University includes the Faculty of Philosophy and Science in Opava, the School of Business Administration in Karviná, the Faculty of Public Policies in Opava and the Mathematical Institute in Opava. Although the Silesian University in Opava, with its less than 5,000 students, is ranked among smaller Czech universities, it offers study opportunities in a total of 82 accredited degree programmes in Czech, 23 of which can be completed at a doctoral level, and 18 in English. The University also offers 91 courses in lifelong learning, of which 75 courses within the University of the Third Age. The university prepares future specialists for professional and scientific life in the fields of economics, finance, marketing, history, physics, mathematics, literature, languages, gastronomy, health, multimedia, and art. All fields of study meet the European Credit Transfer System (ECTS). Teaching is provided by a network of professional experts and visiting professors.

**OPPORTUNITY
TO STUDY**

More information at:

www.slu.cz/slu/en

WWW.MASTERINBUSINESS.CZ



SCHOOL OF BUSINESS ADMINISTRATION IN KARVINA

ABOUT THE SCHOOL OF BUSINESS ADMINISTRATION

OPPORTUNITY TO GROW

The Faculty was founded in autumn 1990. Although it is a part of the Silesian University in Opava, this Faculty is located in Karvina (60km from Opava). During its existence, the School of Business Administration has undergone rapid development, with around 300 students at the beginning of its existence. Currently, there are about 1800 students studying at the Faculty. The academic environment consists of 5 departments and 2 institutes. The Faculty is located on two campuses. In the complex of the main building, where, in addition to classrooms and lecture halls, there is also the management of the Faculty, departments, the canteen, etc. The Na Vyhlídce complex also houses a university library, dormitories, a gym, a fitness centre, etc. Today, the Faculty represents a modern, flexible educational institution that has an important place and mission in the region.





STUDIES

The Faculty offers its students modern equipment of classrooms, professional academic background, important expert practitioners' experience, and the possibility of acquiring professional skills through involvement in solving a number of projects financed from various types of grants etc. Applicants can use the possibility of studying abroad at some partner universities. The offered Bachelor's and Master's degree programmes include Economics and Management, Economic Policy and Administration, and Management Informatics, Finance and Accounting, Banking and Insurance. Marketing, Digital Business and Social Services Management are in preparation. In English, the Economics and Management degree programme is taught as the Master's and Doctoral degree programme. The Bachelor's degree programme is being prepared. Since 2015, the Faculty has been authorized





to hold habilitation proceedings in the field of Business Economics and Management. The Faculty applies the European Credit System (ECTS) and offers a comprehensive three-tiered education system from a Bachelor's degree (completed by the conferment of a Bc. degree), a follow-up Master's degree (obtaining an Ing. Degree) to a doctoral degree (graduates will obtain a Ph.D. degree). Studies take place in a full-time and part-time form, e-learning support is used for study fields in the part-time form. We also offer MBA studies in Czech. Altogether we have 52 courses taught in English.

Students can choose from 3 categories of study: Degree students, Exchange students and Visiting students. Degree students include students who are enrolled in a degree study at the SU SBA. Exchange students include students who study at the SU SBA under the Erasmus+ programme or on the basis of international agreements and student exchange agreements with foreign universities and faculties. Visiting students include students who exceed the limit set in contracts and student exchange agreements with foreign universities for the category Exchange students; usually, ensure their study individually for one semester or one academic year (free movers); are enrolled in special courses or training programmes, for example in the lifelong learning.

More information at:

www.slu.cz/opf/en
www.masterinbusiness.cz



COURSES OFFERED IN ENGLISH

BACHELOR

- ▷ BUSINESS FINANCE
- ▷ BUSINESS GATE
- ▷ CORPORATE COMMUNICATION
- ▷ ENGLISH FOR ACADEMIC PURPOSES 4
- ▷ INTERCULTURAL COMMUNICATION
- ▷ INTERNATIONAL BUSINESS CASE STUDIES
- ▷ INTRODUCTION TO THE CZECH LANGUAGE AND CULTURE
- ▷ LOGISTICS
- ▷ MANAGEMENT
- ▷ MANAGERIAL SKILLS
- ▷ MARKETING
- ▷ MARKETING COMMUNICATION
- ▷ MARKETING OF SERVICES
- ▷ OPERATIONAL ANALYSIS FOR ECONOMISTS
- ▷ OPERATIONAL ANALYSIS FOR ECONOMISTS
- ▷ PERSONAL DEVELOPMENT SKILLS FOR MOBILITIES
- ▷ PORTAL AND ITS MANAGEMENT 1
- ▷ PRINCIPLES OF FINANCE
- ▷ PROFESSIONAL ENGLISH 2, 3
- ▷ PROJECT MANAGEMENT
- ▷ SMALL AND MEDIUM-SIZED ENTREPRENEURSHIP
- ▷ THE TOURIST ATTRACTIONS IN THE CZECH REPUBLIC AND IN THE WORLD
- ▷ WORLD ECONOMY

MASTER

- ▷ BUSINESS ENVIRONMENT
- ▷ CULTURE VALUES IN BUSINESS COMMUNICATION
- ▷ DECISION ANALYSIS FOR MANAGERS
- ▷ GAME THEORY AND ECONOMICS DECISION
- ▷ HUMAN RESOURCES MANAGEMENT
- ▷ INTERNATIONAL BUSINESS FINANCE
- ▷ INTERNATIONAL BUSINESS LAW
- ▷ INTERNATIONAL ECONOMICS
- ▷ INTERNATIONAL FINANCIAL MANAGEMENT
- ▷ INTERNATIONAL MARKETING
- ▷ INTERNATIONAL TAXATION AND TAX SYSTEM
- ▷ MACROECONOMICS (ADVANCED)
- ▷ MANAGERIAL ACCOUNTING
- ▷ MANAGERIAL ECONOMICS
- ▷ MANAGING INNOVATION
- ▷ MARKETING COMMUNICATION 2
- ▷ MARKETING OF FINANCIAL SERVICES
- ▷ MICROECONOMICS (ADVANCED)
- ▷ STATISTICAL DATA PROCESSING
- ▷ STRATEGIC MANAGEMENT
- ▷ STRATEGIC MARKETING
- ▷ TRADE ORGANIZATION

INTERNATIONAL COOPERATION

Intensive international cooperation and excellent contacts with international partners are essential for every modern university. That is why the Faculty creates and offers students and academics various opportunities to gain interesting and enriching international experience.

OPPORTUNITY
TO TRAVEL

WE FOCUS ON:

- ▶ establishing contacts with foreign universities and promoting mutual relations,
- ▶ international reciprocal mobility of students, teachers and non-academic staff,
- ▶ consultancy and services in the implementation of international activities or international projects, jointly realized projects.





POSSIBILITIES OFFERED TO STUDENTS:

- follow-up Master's and Doctoral degree programme in Economics and Management completely in English (Bachelor's degree programme in preparation), the possibility to choose from a total of 52 courses taught in English at the Bachelor's and follow-up Master's study level,
- short study stays or internships in 22 countries European Union (Erasmus + programme) and other partner schools in Japan, Russia, the USA or China (59 partners in 30 countries),
- workshops in a multicultural environment, participation in scientific student competitions abroad,
- assistance in the administration of study, overcoming language and cultural barriers, organization of leisure activities.



POSSIBILITIES OFFERED TO ACADEMIC STAFF:

- the possibility to realize and participate in teaching at our university or within a network of partner universities,
- inter-university scientific research cooperation,
- participation in international conferences or workshops.





- ▶ In the winter semester 2018/19, eight Indian students enrolled for full-time studies in the programme Economics and Management, specializing in Marketing and Business.

www.slu.cz/opf/en/aktuality/15/101

- ▶ Their study results are so great that five of them were awarded a certificate of merit scholarship (by achieving a study average of 1.7) from our dean Professor Stavárek. Foreign students studying in English can also be granted other types of scholarships, such as scholarship for talented students.

www.slu.cz/opf/en/aktuality/15/182

- ▶ In 2019, two Chinese academics from Shanxi University of Finance and Economics have been involved in teaching and scientific work at our Faculty. This is the beginning of our greater cooperation with Chinese universities. The first group of 30 students from China arrived for their studies in Autumn 2019.

www.slu.cz/opf/en/aktuality/15/138

More information at:

www.slu.cz/opf/en/ozsen



ADVENTURE
OPPORTUNITY

EXPERIENCE

We offer our students opportunities to gain new experience during their studies.

Our students can travel to Erasmus + Mobility to our partner universities (59 universities in 30 countries).

They can gain experience within the Business Gate where they participate in solving real problems of the company under the guidance of an experienced mentor.

We run for them an International Student Seminar on Management and Financial Issues with our partner Politechnika Rzeszowska, the Faculty of Management, Poland, focused on a presentation.

We organize a number of cultural events, such as Easter and Christmas celebrations, where we teach them to our customs. We organize sports events for them, such as skating and skiing in winter, running and cycling in summer. We also organize trips to the surrounding monuments, castles, and chateaux, cultural events, to companies. Moreover, we regularly arrange a ball, party, and festivals for international students.





Joy Ngân Huỳnh, The Netherlands - Saxion University of Applied Sciences, wrote about her stay:

"At first, I came here mainly because of the affordable living expenses. However, this University is much more than that. I enjoyed most of the attended classes. Relating to financial subjects and mathematical ones, the lecturers have extensive knowledge and really try to help us understand the lessons. Another favourable is that the institution tries its best to offer full student's privileges when it comes to discount on public transport or lunch at school. Besides, the faculties are always ready to help and offer students any chances to experience the culture here in Czechia."



Yi Zhang, China - Shanxi University of Finance and Economics, wrote about her stay:

"Karvina is a quiet and peaceful town in my impression. Quaint town square, lush woods, blooming flowers and singing birds in Spring. I am very touched by the simplicity and kindness of the town's residents. Although we speak different languages, they are friendly to me. Many old people and children smile and say hello to me warmly."

Department of Finance & Accounting is a harmonious and warm family. All the staffs get along well, love life and work hard. They take care of my colleague and me. At monthly meetings, they always translate the main content into English for us, give us constructive suggestions for work and research.

I feel very fortunate to live in Karvina, to meet energetic and serious-minded colleagues, and to experience wonderful slow-paced life in Czechia."

Catalina Plamadeala, Romania - Alexandru Ioan Cuza University in Iasi, wrote about her stay:

I simply fell in love with the Czech culture and language. During this amazing experience, I had the opportunity to take interesting courses and meet friendly and professional teachers. They were willing to give their best and I had a chance to feel free to express myself during their courses. I learned a lot from them, for sure. My Erasmus Mobility does not only help me to become a more independent person but also interact with people from all over Europe. Interestingly, we have the chance to discuss our similarities and differences regarding our cultural habits."

One of the Indian students, Sarath T. Mallika, wrote about his experience:

"My friends and I were really fortunate to have an opportunity to participate in International Students Seminar on Management and Financial issues Organised by The Faculty of Management, the Rzeszow University of Technology during 13-15 May 2019. It was really a great experience. It gave us an opportunity to meet new friends from various universities and from various fields of studies and to make a presentation on a topic of our interest related to the theme of the seminar. The coordinators of the programme were very friendly and it makes our stay at Rzeszow pleasant. The city of Rzeszow is amazing with parks, gardens and all modern infrastructures. It was really worth attending the programme both in terms of knowledge enrichment and experience."



LINKING WITH PRACTICE

OPPORTUNITY TO GET INVOLVED IN PRACTICE

Our students have the opportunity to gain practical experience on many occasions, for example in our projects, courses and lectures by expert practitioners, some of our subjects are prepared directly by expert practitioners, lectures by strategic partners of the Faculty (Deloitte, ArcelorMittal, Komerční banka, Kaufland etc.) Events Days of Entrepreneurship, etc. We also offer them two unique ways of obtaining practice – the Business Gate and the Institute of Interdisciplinary Research.

BUSINESS GATE

The multifunctional Business Support Centre Business Gate was established in 2015 in cooperation with Town of Karviná. Its main goal is to create conditions for business development in Karviná and its surroundings. The activities of this centre can be characterized by three main pillars. Linking academic theory with business practice is put through the first pillar the "Business Gate Academy". This creates a space for entrepreneurs where they can assign a specific problem to solve, for which there is no time or spare capacity in normal operation. Under the leadership of experienced leaders, students of the Faculty participate in solving business tasks. The second pillar, referred to as the "Business Gate Benefit", helps those interested in



identifying a business idea and directs it to people who take these ideas a step closer to realization. Suitably designed premises offer the possibility of renting a workplace, an office, a conference room, and a meeting room as part of the third pillar called the "Business Gate Coworking". For anyone who has a business idea, the Business Gate becomes an ideal place and an open gateway to the business world, where it will find a place for its realization.

Over the three years of its existence, the Business Gate has connected over 50 companies with 250 students, thanks to which 11 developed solutions have been sold to companies and 45 students have been employed. Over 70 interconnections of companies with consultants have taken place and nearly 100 events and workshops have been organized.

More information at:

www.businessgate.cz/en/home/





THE INSTITUTE OF INTERDISCIPLINARY RESEARCH

The Institute of Interdisciplinary Research was established at the Faculty in October 2014. Its activities continue the long-term tradition of cooperation between the School of Business Administration in Karviná and business practice, principally with small and medium-sized enterprises. The main mission is to establish closer links between academics and students with entrepreneurs and municipalities in the form of consultancy, courses, joint projects on selected areas of business activities and public administration, the elaboration of studies, final theses or the application of theoretical knowledge in specific companies and municipalities. Another task is to promote the research activities of faculty staff and doctoral students in the form of a newsletter and a Working Papers platform. The last but no less important task of the Institute is to support faculty staff in the search for grant and project opportunities.



More information:

 www.iivopf.cz / iiv-international



CAMPUS

The campus of the School of Business Administration offers students accommodation, meals, sports activities, and many other services. The campus includes a university library with a rich offer of specialized literature, study materials, and professional journals. The whole building has wheelchair access. The campus is located in a quiet and peaceful area of Karviná with the possibility of in-line skating or cycling trips. Close to the campus, there is a direct connection to the town centre by public transport buses.

**OPPORTUNITY
TO LIVE WELL**





ACCOMMODATION AND CATERING

Accommodation at the dormitory is provided to students, teachers and the public all year round. For those interested, there are available double and triple rooms, apartments and rooms with wheelchair access. Rooms are equipped with a bathroom, a shower, and a kitchenette. Wi-Fi access is available. Refreshments can also be purchased at the dormitory reception or via vending machines located on the campus.





LIBRARY

The modern university library offers more than 50 thousand resources. In addition to specialized literature, study materials, and professional journals, it also offers the possibility of self-service copying, printing, and scanning. There are also available Bachelor's, Master's and doctoral theses, access to online databases, educational multimedia. The library has study places with a computer, a large-screen TV, facilities for information education of users and multimedia programmes, search terminals for online catalogues.





SPORT AND LEISURE

The campus offers a wide range of sports activities for students, employees and the public. There is a fully equipped gym and fitness centre on site. Every year, a number of interesting events are organized, where not only students but also employees and the public can actively release or regenerate the stored energy reserves. Modern and unconventional physical activities are organized, for example, evenings with fit balls and chitoning, capoeira, TRX exercises, archery, etc. After a day of sitting in the classrooms, you can stretch your body while exercising with rope systems, practice self-defence or dance street-dance. Regular events held every year include Run with the Dean of the Faculty or driving in-line skates around Karviná.

More information at:

www.slu.cz/opf/en/facultyandcampus





SCIENCE, RESEARCH AND TECHNOLOGY

OPPORTUNITY TO RESEARCH

Scientific research and publishing activities are an integral part of the everyday activities of the School of Business Administration. Research activities at the Faculty are supported both through the Czech Science Agency and other external grants, e.g. with the support of the Moravian-Silesian Region, but also within the Student Grant Competition at the Silesian University in Opava, which aims to support specific university research projects carried out by students of doctoral or Master's degree programmes, or within the Internal Grant System of the Silesian University in Opava, which aims to support the development of scientific research, creative and artistic activities of Silesian University teachers and researchers by funding selected grant applications, which aim to develop the fields of study and the University.

The Faculty management emphasizes that academics and Ph.D. students publish their outputs in scientific journals registered in world-renowned databases (Web of Science or SCOPUS). In recent years, the Faculty has been continuously improving its publishing records.



The Faculty cooperates in the publication of the scientific journal *E + M Economics and Management*, which is registered in the Social Sciences Citation Index (Clarivate analytics). The journal publishes original scientific contributions based on the theoretical and empirical analysis in the fields of economics, business economics, finance, management, respectively information management and marketing. Since 1998, the Faculty has published the peer-reviewed scientific journal *Acta Academica Karviniensia*. The journal has both printed and electronic form. The journal is further indexed e.g. in Index Copernicus, Genamics Journal Seek and EBSCO and since October 2014 is also listed in the recognized world database ERIH Plus.



The Faculty regularly organizes or co-organizes international conferences – e.g. International Conference on Finance and Banking, Economic Policy in the EU Member States, International Conference on Decision Making for Small and Medium-Sized Enterprises, Current Trends in Tourism, Hotel, and Spa, and Karviná Ph.D. Conference on Business and Economics.

EDULAB

In 2019, the information and technological and multimedia facilities at the faculty were significantly improved, and this goal is gradually achieved by building an educational laboratory (EDULAB), a multimedia laboratory, 6 modernized computer labs, the acquisition of teaching equipment and utilities and last but not least the upgrade creation of MAREA simulation software.

The EDULAB are newly reconstructed barrier-free premises, containing workplaces, a presentation room, a relaxation room, and the necessary social facilities. The workstations (boxes) are intended for academic and visiting staff of the Faculty and offer them a pleasant working environment. An essential part is the new powerful computing capacity. The Multimedia Laboratory / Studio serves a new degree programme Marketing, which will focus on modern methods of online marketing and the use of advanced ICT for communication with customers.

Currently, the development and testing of the MAREA simulation software upgrade is under way, which will allow simulation of the business environment. Students run their company there and are forced to take appropriate decision-making to get the best result. The aim is to support students' ability to understand in an innovative way the functioning of specific parts of the market environment. The development of the system is unique and is supported by the SU SBA's own research and development activities.

More information at:

www.slu.cz/opf/en/departmentofscienceandresearch





OPPORTUNITY
TO ACQUIRE
KNOWLEDGE AND
DEGREE

OUR ENGLISH PROGRAMMES

Our Faculty offers a wide range of study opportunities in English. International students can choose from 3 categories of study: Degree students, Exchange students and Visiting students. Degree students can choose from Master's studies or Doctoral studies (Bachelor's degree programme in preparation).



MASTER'S STUDIES

A Master's degree in Economics and Management is an increasingly essential tool in a global economy. Thanks to its interdisciplinary approach, it will give you a solid background in advanced business economics and management and enable you to upgrade your skills in applied contemporary management techniques combined with the gained knowledge of international entrepreneurial activities represented by a number of lectured disciplines of four specializations Marketing and Trade, Entrepreneurship, Corporate Finance, and Accounting and Taxes, for a career in business and entrepreneurship sphere.

Our graduates enjoy careers in many professions, including positions such as: financial manager, auditor, marketing executive / analyst / manager, operational and sales manager / export sales representative, HR manager / specialist, business analyst, international business development manager / specialist, consultant or advisers for economic and organizational affairs. Graduates will be awarded the academic degree "inženýr" (engineer), abbreviated Ing., which corresponds to the MSc degree.

More information at:

www.slu.cz/opf/en/aboutmastersprogram





DOCTORAL STUDIES

The objective of the doctoral degree programme is to educate scientific research workers who will be able to work professionally at the level of international standards in the area of economic theory using modern mathematical-statistical methods, modern information technologies with the use of teamwork. The current issues will be addressed during the course, such as business management, marketing and logistics systems, small and medium-sized businesses, financial management of companies and financing of business activities, marketing of companies,

The graduate will find employment as a scientific research worker and pedagogue at universities and research institutes dealing with research in the area of management, both in Czechia and abroad. The knowledge and skills acquired by the graduate can be applied to research and professional workplaces of industrial enterprises in the area of management, financing, logistics, and marketing, as well as in commercial companies, services and public administration. Graduates will be awarded the degree "doctor" (doctor), abbreviated Ph.D.

Graduates will be awarded an official diploma/degree certificate complemented by a diploma supplement corresponding to the model developed by the European Commission, Council of Europe and UNESCO.

More information at:

www.slu.cz/opf/en/aboutphd





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