

SILESIA UNIVERSITY

School of Business
Administration
in Karviná

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SILESIA
UNIVERSITY
SCHOOL OF BUSINESS
ADMINISTRATION IN KARVINA

 **STARS EU**

Discover Silesian University in Opava

Key figures

- 🏛️ Established in 1991
- ☰ 5 faculties/institutes
- 👥 5000+ students
- 👤 300 academics
- 📖 3 levels of studies
- 📍 2 university cities
- ★ 1 European university



Why study at a small regional university?



Faculties and Institutes

- ☰ Faculty of Philosophy and Science
- ☰ School of Business Administration
- ☰ Faculty of Public Policies
- ☰ Mathematical Institute
- ☰ Institute of Physics

The Silesian University in Opava is a public higher educational institution established in 1991. It was founded shortly after the fall of the communist regime in former Czechoslovakia with the aim of spreading liberal university education to regions. The University with more than 5,000 students offers study opportunities in approximately 80 accredited degree study programmes at bachelor's, master's and doctoral level. The University also provides education in life-long learning courses.

The Silesian University in Opava, with a team of almost 300 academic and scientific staff, conducts teaching and research in a wide portfolio of fields such as economics, business and management, finance, social studies, humanities, history, languages, health sciences, physics, mathematics, computer

sciences, multimedia, and art. The diversity of disciplines is structured into five constituencies of the University – three faculties and two institutes.

The Silesian University, with roughly 5000 students, is among the smaller universities in Czechia. Nevertheless, opting for education in a smaller university situated in a town can offer various advantages. What might these advantages be? We posed this question to our students and here are the answers!

- Closer contacts with people
- More friends
- Stronger community
- Family atmosphere
- Individual approach of professors and staff to students
- More opportunities to gain work and professional experience
- Higher chances to go abroad on Erasmus
- Higher chances of receiving scholarships
- Better orientation around the university and the town
- Everything is accessible by walk
- No need to squeeze in crowded public transport
- Lower cost of living
- Calmer study environment

Contacts

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slu.cz/slu/en/



School of Business Administration in Karviná

- 2,300 students**
- 80 academics**
- Departments**
 - Business Economics and Management
 - Economics and Public Administration
 - Tourism and Leisure Activities
 - Informatics and Mathematics
 - Finance and Accounting

Contacts

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Where Expertise Meets Community

Established in 1990 as the flagship school of Silesian University (SU), the School of Business Administration (SBA) embodies the perfect blend of academic excellence and familial warmth. Over the years, we've garnered a reputation as one of Czechia and Central Europe's premier business schools, setting the standard for quality education and personalized mentorship.

Personalized Approach to Learning

With nearly 2,300 students and 80 academics, we belong to rather smaller higher education institutions. Yet, the relatively low student-teacher ratio enables our students to develop healthy one-on-one mentoring relationships with their tutors, offering them insight and help in ways that would be impossible in larger classrooms.



Comprehensive Educational Experience

With a strong focus on business economics, entrepreneurship, finance, administration, informatics, marketing, management, and tourism we provide a dynamic and comprehensive educational experience. We offer a large selection of degree study programs on bachelor, master, and doctoral level with the Czech language of instruction. Students interested in English-taught study programs can opt for Economics and Management program on all university levels, from bachelor to PhD.

Global Outlook

The Silesian University is a legitimate member of the European University Association and a holder of HR Excellence in Research Award. We are also proud members of the Strategic Alliance for Regional Transition (STARS EU). In 2023, the alliance received the prestigious European University status by the European Commission. The SU is regularly placed in the QS EECA University Rankings.



Join Our Thriving Community

Internationalization being one of the core stones of our mission, SU SBA cooperates with more than 70 universities located in nearly 30 countries providing ample opportunities for its students and staff, whether it is under Erasmus+, or several other programmes and bilateral agreements. Each semester, we are pleased to welcome a number of exchange and visiting students from our partnering higher education institutions.

Discover the power of personalized mentorship, comprehensive education, and global collaboration at the School of Business Administration. Your journey starts here!



Study programmes



Bachelor in Economics and Management

The Bachelor's degree program Economics and Management examines issues central to the world we live in namely how the economy and organisations function, and how resources are allocated and coordinated to achieve the organization's objectives.

Graduates of the program are provided with basic, general preparation in the economic, corporate, quantitative and legal fields, as well as solid methodological training in the analysis and critical interpretation of economic and corporate dynamics. They can work in management positions in a wide spectrum of companies. The degree program prepares students to enter the job market immediately upon graduation or pursue a Master's degree.

Master in Economics and Management

The Master's degree program Economics and Management is designed to prepare university-educated professionals with economic knowledge and managerial skills that are able to act in higher or top management positions not only in the business sphere after acquiring appropriate practice. Emphasis is placed on international accents of entrepreneurial activities during study.

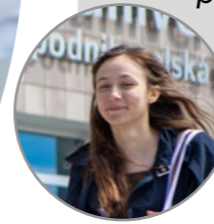
Successful graduates are prepared to enter the job market immediately or they have the opportunity to continue in PhD studies.

PhD in Economics and Management

The doctoral study program Economics and Management is aimed at educating professionals who are able to carry out internationally competitive research on real and current problems in areas related to business administration and management. The students acquire high-level expertise in qualitative and quantitative methods of economic analysis, economics and financial markets, modern research methods and business management.

As part of the program, students regularly present the results of their research to an international audience in scientific conferences and get experience during study stays and internships at our partner universities and organizations abroad.

"I was able to grow as a person and feel that I had the chance to develop many professional, but also social and language skills."
Elif from Turkey



www.studujopf.cz

Language of instruction: Czech

Study programmes	Bachelor/ undergraduate	Master/ graduate	Doctoral/ PhD/ postgraduate
Banking, Finance and Insurance	<input type="radio"/>	<input type="radio"/>	
Tourism	<input type="radio"/>		
Digital Business	<input type="radio"/>		
Economics and Management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Finance and Accounting	<input type="radio"/>		
Innovative Entrepreneurship	<input type="radio"/>		
Management in Social Services	<input type="radio"/>		
Managerial Informatics	<input type="radio"/>	<input type="radio"/>	
Marketing	<input type="radio"/>		
International Trade	<input type="radio"/>		
Public Economics and Administration	<input type="radio"/>	<input type="radio"/>	

Language of instruction: English

www.study-economics.cz

Study programmes	Bachelor/ undergraduate	Master/ graduate	Doctoral/ PhD/ postgraduate
Economics and Management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Economics and Management program

	Bachelor's program	Master's program	Doctoral program
Language of instruction:	English	English	English
Awarded academic title:	Bc.	Ing.	Ph.D.
Standard length of study:	3 years	2 years	4 years
Form of study:	Full-time	Full-time	Full-time or Part-time
Entrance exam:	Yes	Yes	Yes
Yearly tuition fee:	2,500 EUR	2,500 EUR	3,000 EUR
Entrance examination:	more info	more info	more info

"I have special respect and appreciation for the professors at SU. They are so open-minded and friendly with us, students. I like the fact that the classes are interactive, and every opinion of the student is heard and understood by the teachers. I think that it matters a lot" **Tatiana from Moldova**





Scholarships and international opportunities

In order to recognize the outstanding achievements of our students, SU SBA offers a number of scholarships.

PhD Scholarships:

Active PhD students from eligible countries engaged in scientific research activities as research assistants can receive monthly scholarships to further their studies and research.

International Student Seminar:

Each semester, students can engage in the International Student Seminar organized in collaboration with our Polish partner, the Technical University of Rzeszów. This seminar offers a platform for enhancing presentation skills, fostering new friendships, but is also a great opportunity to receive extra scholarship and compete for valuable prizes.

www.slu.cz/opf/en/feesandscholarships

Merit-Based Scholarships:

Students enrolled in degree programs have the chance to earn scholarships for exceptional academic performance, participation in competitions, and engagement in extra-curricular or charitable activities.

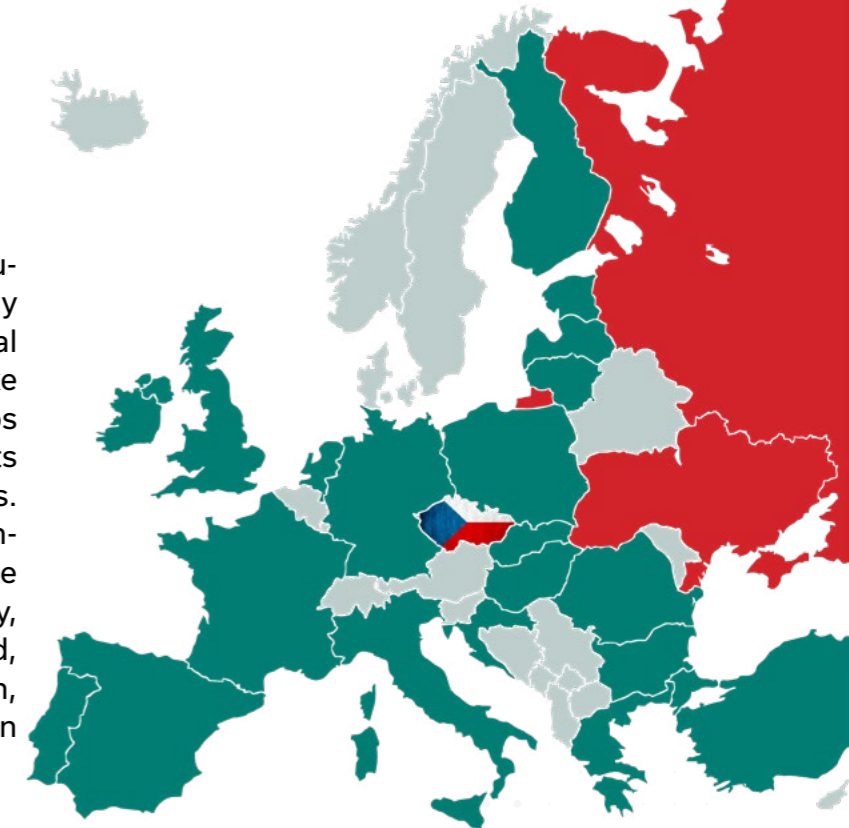
Dean's Scholarship Programme:

Talented international students from eligible countries can apply for our Dean's Scholarship Programme, designed to support their studies in English-taught degree programs.



Global Experiences:

Every year, our students have the opportunity to broaden their horizons through study or practical experiences at our international partner institutions. Through programs like Erasmus+, students receive scholarships to cover living costs abroad, with credits earned counting towards their SU studies. These international experiences can be undertaken at partner universities in a range of countries, including Belgium, Germany, the Netherlands, Estonia, Norway, Finland, Sweden, France, Croatia, Italy, Spain, Portugal, Malta, Turkey, Greece, as well as in Japan or Taiwan, to mention a few.



www.slu.cz/opf/en/internationalpartners

Explore More Opportunities:

Visit our website to learn about additional scholarship opportunities, including government and Visegrad scholarships. At SU SBA, we're committed to empowering our students to reach their full potential. Join us and unlock a world of opportunities!



"The program and the university in general were a perfect fit for me. I valued the personal and friendly approach of our teachers and the possibility to study abroad during my studies to gain more experience and self-confidence. And the scholarships I received each year was also a huge benefit."

Veronika from Czechia

Bridge to the business world: Business Gate Academy



How to link theory and practice? Within the Business Gate Academy (BGA), students get valuable practical and problem-solving skills when working on real business cases. Business Gate center provides support for entrepreneurs, startups and shared co-working space. It is also a welcoming community of people who are passionate about new trends in all areas of business.

The BG center was established in 2015 and is operated by the Municipality of Karviná, in cooperation with SU SBA with the participation of other partners. 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 and companies where they can assign a specific problem for the students to solve, for which there is no time or spare capacity in daily operation of the company. Under the leadership of experienced leaders, students participate in solving real business tasks. Companies and entrepreneurs satisfied with the presented solutions often buy them directly from students. Thanks to BGA, students also get interesting job offers.

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 modern 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 Co-working**.

Another component is **Business Gate Solution** – a student marketing agency. It is made up of experienced students who are already familiar with the marketing world and can handle complex assignments. It serves as an extension of Business Gate Academy, where students are just learning the basics.

Besides from BG, our students have the opportunity to gain practical experience in a number of other projects, courses and lectures by expert practitioners. Events like Entrepreneurship Week or job fairs are other ways how to connect to the business world.



"Business Gate is a great place for both co-work and for students to get an internship through BGA. Every year there are several events including workshops that are not only for students but also for the public. It's definitely a place where you'll learn a lot and meet a lot of great and proactive people who will take you a step further." **Karla Foltisová, student**

"I learned how to organize my time, work with people, present the results of three months of work, communicate with managers and business owners. Apart from these experiences, I also learned how to create websites, social sites, graphics, take photos and much more, which I can now use in my own business. These are things that you can only learn by doing." **Denis Vysloužil, student**



www.businessgate.cz/en



My journey from India to the Faculty of Business Administration in Karvina at Silesian University in Opava has been a great adventure of learning, cultural adaptation, and personal growth. From the lifesaving support of the buddy program and hands-on teaching methods to transformative Erasmus mobility opportunities and real-world experience at Business Gate, each moment has been pivotal. Launching The Talk Club and receiving overwhelming support further enriched my experience. As I now consider pursuing a PhD, I am deeply grateful for the opportunities and look forward to more academic adventures. Thank you, Silesian University, for an incredible journey! **Sampras from India**

Facilities and innovations at our campus



The university campus in Karviná features modernized **lecture halls**, with the main auditorium accommodating up to 800 attendees, inclusive of wheelchair access. The newly constructed **Professional Centre for Tourism** enhances teaching by incorporating modules for training in travel agencies and information centres. Specialized **foreign language classrooms** and a fully equipped gastronomy centre offer facilities for experiential gastronomy events and training courses.

Our premises are well-equipped with **modern technology**. Six contemporary computer labs, workspaces with PCs for students, a presentation room, a relaxation area, a multimedia studio, and upgraded simulation software - this comprehensive educational laboratory, known as **EDULAB**, is continually expanding to meet the current standards.



The **university library** in the dormitory complex provides extensive digital opportunities and spaces for both study and relaxation. Additionally, the **Business Gate centre** serves as an innovative environment, where student ideas and creativity come to life.

A new study centre - the **Centre for Entrepreneurship, Professional and International Studies (CEPIS)** is planned for construction in 2025-2027. Apart from English-taught study programs in Economics and Management, CEPIS will provide space for professionally oriented programs, such as Digital Business or Innovative Entrepreneurship, with instruction in Czech. These study programs will be matched by modern premises **inspired by nature**. CEPIS, surrounded by greenery, will be powered by solar panels on the roof, and the impressive structure will be ringed by a moat which will help cool it during the hot summer months.

cepis.slu.cz



Campus life

Our campus provides **modern housing, a well-equipped library, computer and study areas, social lounges, and sports facilities**. With ample capacity, all international students are assured accommodation in our university dormitory. Conveniently located, public transport buses connect the campus to the town centre and university in just about 8 minutes. The dormitory offers **year-round accommodation** for students, teachers, and regular guests, with a 24/7 reception. Various room options, including double and single rooms, apartments, and wheelchair-accessible rooms, are available. Each floor is equipped with kitchenettes.



"Excellent dormitory, library, university campus, supportive teachers and staff, international seminars, and celebrations – what else one needs. My choice was right and I'm proud of myself for my decision to study at Silesian University."
Visakh from India



"In the first nerve-racking weeks it is important to have someone to help in situations like going shopping or to a bank. It is not easy when you don't know the language but with the help of Buddy Program it became easy for us and thus created a quicker settling and thanks to this program, we made some new friends as well."
Cyril from India



Throughout the year, we organize various cultural events, including Easter and Christmas celebrations, aimed at familiarizing international students with Czech culture. Along with our Buddy Team, we also arrange numerous trips and excursions. Moreover, the faculty annually hosts traditional events like the Faculty Gala Ball, Erasmus Days, Entrepreneurship Week, Donation Week, regular student parties, summer music festivals, running events, and the ever-growing e-sport events.

The campus features a **university library** with an extensive collection of specialized literature, study materials, professional journals, and online scientific databases. Additionally, the library provides self-service copying, printing, and scanning facilities, along with study spaces equipped with computers and a relaxation corner.

A diverse range of **sports activities** is offered on the campus, including a fully equipped gym and fitness centre. Annual sports events provide opportunities for active participation and energy release, involving not only students but also employees and the public.

Our **Buddy Program** facilitates seamless connections and guidance for incoming freshmen through interactions with local senior students. **Welcome Days** are arranged before the beginning of each semester specifically for newly arrived international students, providing them with an opportunity to acquaint themselves with the new environment.

Science and research

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 the students, or within the Internal Grant System, which aims to support the development of scientific research and creative activities of our teachers and researchers.

Our collaboration extends to the publication of the scientific journal **E + M Economics and Management**, which is registered in the Social Sciences Citation Index (Clarivate analytics). Covering economics, business economics, finance, management, information management, and marketing, the journal plays a vital role in disseminating research findings. Since 1998, we have been publishing the peer-reviewed scientific journal **Acta Academica Karviniensia**, indexed in databases like Index Copernicus, Genamics Journal Seek, and EBSCO, with inclusion in the recognized world database ERIH Plus since 2014. Our academics and PhD students regularly contribute to renowned databases like Web of Science or SCOPUS.

We actively organize or co-organize **international conferences**, such as the International Conference on Finance and Banking, Economic and Societal Challenges of the European Economy, International Conference on Decision Making for Small and Medium-Sized Enterprises, and Current Trends in Tourism, Hotel, and Spa or Karviná Ph.D. Conference on Business and Economics.

Regularly, our faculty hosts **visiting professors and academics** from abroad. Our international guests engage in teaching, scientific research cooperation and take part in international conferences or workshops. Every two years, **International Week** is organized at our faculty with the possibility to deliver lectures, network, foster connections and enjoy a vibrant social program.



go.slu.cz/intweek

The **Institute of Interdisciplinary Research** was established at our faculty in 2014. Its activities continue the long-term tradition of cooperation with 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.

www.iivopf.cz



STARS EU: The future-oriented European University

The Strategic Alliance for Regional Transition (STARS EU) of which the SU is a proud member, brings together the considerable strengths of 9 longstanding higher education institutions in an ambitious effort to create structural societal impact on a local, inter-regional and international scale. The goal of the alliance is to accelerate regional transformation toward a more **sustainable future**.

The alliance was awarded the prestigious **European University status** by the European Commission in the Erasmus+ Call for European Universities 2023.

Since its origin, the alliance has created successful cooperation between its partners and has established cooperation structures (Curriculum and Challenge Labs, Regional Transition Accelerator, Experts' Teams) and Thematic Interest Groups (TIGs),

envisioning **regional development** and regionally connected cooperation of universities with a goal of obtaining and maintaining the status of a European University.

STARS EU Partners:

- Hanze University of Applied Sciences (Netherlands)
- University of La Laguna (Spain),
- Polytechnic Institute of Bragança (Portugal)
- Bremen University of Applied Sciences (Germany)
- University West (Sweden)
- Cracow University of Technology (Poland)
- University of Franche-Comté (France)
- Aleksandër Moisiu University of Durrës (Albania)
- Silesian University in Opava (Czechia)

www.starseu.org





Czechia: A smart choice

According to a nationwide survey conducted by the Czech National Agency for International Education and Research in both 2020 and 2022, an impressive 97% of international alumni and 9 out of 10 international students highly recommend studying in Czechia. Here are the reasons why.

Unveiling Czechia's Charm:

What distinguishes Czechia, the Central European gem, is its harmonious blend of **exceptional education standards and affordable living**. Studying in Czechia enables you to become part of a dynamic international community, with approximately 20% of all university students hailing from diverse corners of the globe. Joining this **diverse student body** opens doors to a wealth of cultural experiences.

Seamless Integration:

One of Czechia's many advantages is the opportunity for part-time employment during your studies, without the hassle of acquiring an employment permit. This flexibility

allows you to strike a balance between your academic pursuits and professional growth. Furthermore, a **nine-month post-graduation stay-back visa** opens doors for job exploration or entrepreneurial ventures.

Gateway to Europe:

Strategically located at **the heart of Europe**, studying in Czechia offers more than just academic excellence. It serves as a gateway to exploring the myriad cultures and landscapes that adorn the continent. Students as well value the convenient **public transportation system** and generous **student discounts** on transport within Czechia. **A Haven of Peace:** Consistently ranking among the **top 15 most peaceful countries** globally, Czechia provides a secure and tranquil environment conducive to your educational journey.

Learn More:

Eager to explore further opportunities in Czechia? Visit studyin.cz, your official guide to studying and living in Czechia.

studyin.cz

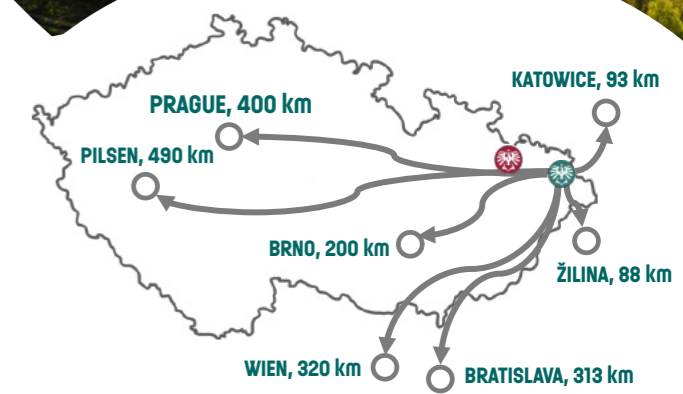
The town of Karviná

Situated in Karviná within the Moravian-Silesian region, the School of Business Administration is positioned in the north-eastern part of Czechia, close to the Polish border. Additionally, it enjoys **proximity to the regional capital**, Ostrava, with a quick 20-minute train ride connecting the two locations. The citizens of Karviná themselves voted for the establishment of the school in a local referendum right after the Velvet Revolution in 1989. Since 1990 Karviná has become a **university town**.

Thanks to **coal mining**, Karviná became economically important for the entire Austro-Hungarian Empire at the beginning of the 20th century. Nowadays, only one of the former three magnificent castles of that time remains. The last owners of this Empire jewel were the Larisch-Mönnich family, who were related to Empress Elisabeth, called Sissi. The castle is worth a visit, as is the beautifully restored **historic centre** with its many cafés and Karviná's rarity, **the most slanted church** in Czechia often called as "Karviná's Pisa".

The **expansive park** adjacent to the castle is rightfully recognized as one of the largest and most exquisite in the country. At the park's one end lies a sports complex offering playgrounds for various sports, tranquil spaces for relaxation, opportunities for fishing, and romantic boat experiences. The locale is also a vibrant venue for numerous **music festivals** and cultural events.

Those seeking a higher level of relaxation will find solace in the **wellness** offerings, featuring mineral saltwater sourced from



the sea, at the nearby Darkov Spa, or on the golf course. The relatively flat landscape of Karviná makes it especially conducive to **cycling** and in-line skating. Among the unique attractions welcoming visitors is Karviná's own **inland sea**, formed by mining subsidence. Complete with a picturesque beach and pier, it provides an excellent backdrop for outdoor study sessions and socializing with classmates during the summer months. If you're a fan of hiking or winter sports, the **Beskydy Mountains** are only a 30-minute drive away!



"I came here with a sense of uncertainty and confusion, but I finally realized that Silesian University is really a positive, open, inclusive and dynamic university. I fell in love with the comfortable climate, the pleasant landscape, and friendly professors and staff."
Jinnuo from China



"In Czechia, I discovered a lot of beautiful places. Of course, these trips wouldn't be that beautiful if I hadn't met a lot of great people. With our Czech buddies and coordinators from the university, we did some hiking trips, played laser games, volleyball, karaoke nights, and a lot of parties that I enjoyed a lot **Mehdi from Morocco**

Contacts

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



Erasmus+



HR EXCELLENCE IN RESEARCH

