

PC
U

Business

Art&Design

Media&IT

Education

FOR NEXT GENERATION THINKERS
PRAGUECITYUNIVERSITY

At PCU our students experience an inspiring international environment, opening them to new ways of thinking and we offer a holistic approach to education that extends outside the classroom. Free elective courses can be taken in Architecture, Philosophy and Ethics to complement a student's specialization. Career development programmes utilising PCU's Industry Network and Business Plus initiative accelerate learning and widen professional networks. Social events and our wellness programme keep students balanced and healthy, and our sustainability agenda will challenge students to problem solve and help create a healthier society and planet for future generations to enjoy.

We are committed to our students' development so that they achieve beyond their goals.

PRAGUECITYUNIVERSITY

Our Students

Prague has a rich history as a city of culture and has attracted students from around the world with its energy, cosmopolitan vibe and creativity. Our university reflects Prague's international nature with students from over 70 countries.

Diversity in age, backgrounds and experience sparks interesting discussions and alternative viewpoints. Students experience first-hand how to work and adapt within cross-cultural environments, preparing them for global careers.

Many programmes include working professionals and working students who bring their work experience into the classroom. Many are small business owners and entrepreneurs who enjoy the opportunity to network with other professionals, lecturers and creative students across faculties.



“

I'm grateful to Prague City University for kickstarting my entrepreneurial journey and helping me take it to the next level.

Vít Horký,
Czech Republic
BA (Hons) International Management graduate
Founder of Brand Embassy,
Founder of Inspiro and Investor



“

Prague City University put me on the path to my amazing marketing career. It allowed me to get my dream job leading a team in charge of marketing campaigns. My quality education gave me confidence and a solid foundation for the future. I would recommend PCU a million times.

Kateřina Hašková,
Czech Republic
BA (Hons) International Management & MSc International Management graduate and Senior Brand Manager at Jägermeister

“

PCU is very different from my previous theory-based education. The programme has great practical project-based assignments and the lecturers are working professionals, so it opens up opportunities to make connections and get into the industry. I've even managed to secure internships with local media organisations and an arts festival, which has allowed me to gain a lot of valuable knowledge and work experience.

Xenia Teniakova, Russia
BA (Hons) Creative Media
Production graduate





“

My Master's studies in Future Design have really helped me find my direction and personal style as an artist and designer. I delved deeply into AI which became my main subject and as a result of my advanced practice summer internship I landed a full-time job as an AI Artist.

Suzanne Heidekamp
Netherlands

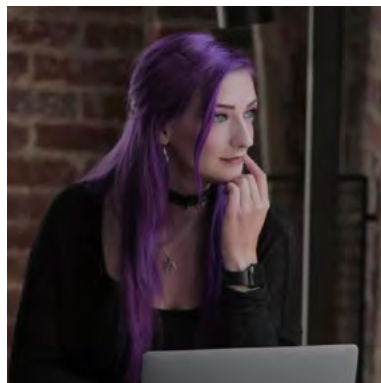
MA Future Design graduate
AI Designer for Seyhan Lee, USA



“

I work for one of the biggest investment banks in the UK in the High Performance Computing Engineering team as a DevOps Engineer. Studying at PCU taught me to think and work independently. The lecturers were always encouraging me to improve my analytical skills so that I could express and then critically evaluate my work. Furthermore, achieving a British degree gives you an edge when competing for demanding job positions as they are highly regarded by employers

Alejandro Villamarin, Ecuador
MSc Computing graduate and DevOps Engineer — Vice President at Barclays Investment Bank



“

I was interested in the combination of studio based practice and research so having the option to do both was very different from my previous programme. During my studies, the level of intimacy and understanding of my classmates' works, and being able to guide each other with what we were doing was invaluable.

Akshaya
Krishamoorthy, India
MA Fine Art graduate

“

I never imagined that the combination of tailored classes, attentive and proficient tutors, and a practical approach towards leadership and strategic management scientific theories could be so invigorating. It was mind-blowing to correlate the actions that we, as managers, practice daily, and understand the reasons for those from a scientific standpoint. Even if you are not practised yet, you will have the chance to learn from the beginning how to improve yourself professionally and personally with the help of the theories introduced, experienced colleagues and caring tutors.

Pedro de Sousa Avelino, Brazil
MSc Leadership and Strategic Management graduate
and CTO and COO at NN Insurance Hungary



A City University

Prague City University is exactly what its name says: a university located in and inspired by one of Europe's great capital cities. We are passionate about Prague: not only our PCU campuses, but also our affiliated city-based student residences, cafes, cultural centres and green spaces. Education goes far beyond where you study: it's where you live, where you eat, and the people you meet who help spark new ideas and directions.

City Centre Campus

In January 2023 PCU realised the first part of a campus expansion plan with a move to a new City Centre Campus in Prague 1. Students can expect a bright, spacious and welcoming environment that has been chosen and configured with their student and learning experiences in mind.

The main PCU building and reception is located on the first, second and fifth floors of the Hybernska Centrum building, directly opposite the Masaryk railway station and Náměstí Republiky metro line in the centre of Prague.

You can find assistance from PCU staff, IT or use the research facilities, student areas and library. The campus features tall ceilings, wide corridors and classrooms that are spacious, energy efficient, well-ventilated, bright and welcoming.

The campus is located in the dynamic new quarter of Masaryčka which is undergoing swift urban development and renewal. The quarter includes prestigious new buildings for global businesses alongside public-friendly green spaces, cafes, hotels, restaurants, study spaces and galleries surrounding the railway station.



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© Pragovka

Pragovka Campus

Pragovka is located in the developing district of Vysočany in Prague 9. It currently houses the School of Art & Design Postgraduate Studios which sits alongside professional artist studios, gallery spaces and an onsite cafe.

In 2024, PCU will move into the E Factory in Pragovka when it is fully reconstructed. This will become our main campus and will be fully customised to the needs of the university.

The Pragovka Art District is a transformative project that will feature historically significant industrial buildings converted into sustainable, energy efficient studios, start-ups, incubators and traditional office and classroom spaces. In the near future, the district will include a brand new Student Housing development just 20 metres from the campus front door alongside newly built housing connected by green, public-friendly open spaces. Pragovka is a short walk from the Kolbenova and Vysočanská metro stations and tram stops, and in the future it will be fully integrated into the nearby cycle path network.

Bishop's Court Campus

Bishop's Court is a five minute walk from the City Centre Campus and is a dedicated art and design studio extending over three floors. The open plan layout provides a dynamic space for classes, exhibitions, workshops, and a wide range of creative activities, many of them open to the public.



All campuses offer a range of spaces for classroom activities and study and are covered by campus-wide Wi-Fi. Modern labs are furnished with quality hardware plus industry-standard software for both Mac and Windows users. Industry-standard film, photography, digital video and audio suites are also available to students for content creation.

City Living

Living in a capital city is an exciting prospect, but we appreciate the need to feel secure and comfortable. That's why we cooperate with trusted student residences that offer a wide range of quality accommodation in central city locations. We help make the process easy so that students moving to Prague can travel with confidence, knowing that their accommodation is ready and waiting.

Our primary residential provider is Student House Botič who have been welcoming PCU students from all around the world for many years. Student residences are full of students just like you, so it's easier to make friends and integrate into your new city. In addition, we have secondary options for independent living in central city locations.



The Central Heart of Europe



The Czech Republic is in the geographical heart of Europe giving students outstanding opportunity for regional and international travel over weekends and holidays. We take advantage of this central location and where possible undertake co-curricular and extracurricular activities outside of the classroom, to explore and engage in the local region and beyond. We organise trips within the Czech Republic as well as to Berlin, Dresden, Vienna, Venice and further afield, for museum and gallery visits, conferences and seminars.

In addition, we arrange cycling days, architecture walks, cultural events, tourist excursions and walking trips. This helps students get to know the country better as well as offering local students an opportunity to explore. These activities and engagement encourages students to foster friendships within the PCU community.

The Digital Campus & Global Blended Degree Programmes



PCU has three physical campuses and a digital campus for online and distance learning. This enables us to continue our high standards of education regardless of a student's location. We have been delivering Global Blended Degree programmes and professional

level qualifications online for over ten years. Investment in technology, together with small class sizes allows lecturers to prioritize students' needs, with an emphasis on individual attention and mentoring.

We offer many of our

undergraduate and postgraduate programmes in global blended format through the digital campus. This allows students to study from any location and enjoy the flexibility and structure needed when balancing work and study commitments

Research, practice and artistic production

Universities are more than teaching and learning. They are places where new ideas are generated, arguments formulated and complex questions debated. In turn, these ideas find their way into creative projects and research, enriching the complete educational experience.

Many lecturers are engaged in ongoing research projects to find answers and solutions under the framework of the United Nations Sustainable Development goals (SDG) to support and advance businesses and economies, leading to a healthier and more equitable future for society.

Their work is often funded by educational and governmental grants and funds and several faculty members actively engaging in research are part of editorial boards of international Journals regularly indexed in Scopus and Web of Science (WoS) databases.

Students also benefit greatly from being taught by faculty members who have established reputations as writers and researchers. Their work influences and inspires students to embrace and implement this new thinking into their own workplaces and careers.

Some of the most recent achievements in research, practice and initiatives have been:

Joint Research Seminar series with Teesside University International Business School: initiated in 2021, the scientific seminar series is a platform for faculty members to engage in research and sharing of ideas

Publications: faculty have authored a significant number of scientific works in areas such as mathematics, cognitive science, software engineering, performance and visual culture, intellectual capital, corporate transparency, sustainable finance, corporate governance and banking that have been published and indexed in Scopus and WoS databases. The School of Education faculty research has been published in prestigious Czech as well as international periodicals such as Slovo a slovesnost, SALi, Naše řeč, Pedagogická orientace, Časopis pro slovanskou filologii, Slavie, The Journal of Culture, and Multilingua.

Participation in international conferences: faculty research work is presented and faculty regularly moderate at international research groups and conferences

CSR project with Unibail-Rodamco-Westfield (URW): partnering with URW the School of Business faculty developed and delivered a customized business skills programme in Czech for long-term unemployed people in 2021 and thanks to its success it ran again in November 2022

Future of Art and Design: School of Art & Design faculty participated in a student-organized seminar to discuss the post-pandemic future of Art & Design in Central Europe

Teaching English as a second language: The School of Education conducts research into Teaching English as a second language under the framework of various programs such as GAČR (the Czech Science Foundation), EU structural programs and programs for further education run by the Ministry of Education, Youth and Sports (MŠMT)

Centre for Research and Interdisciplinary Studies

School research and activities outside of the classroom fall under the umbrella of the University's Centre for Research and Interdisciplinary Studies (CRIS). CRIS is responsible for arranging conferences and seminars, as well as an academic bulletin showcasing current research by the PCU academic community.

CRIS is organized in four research and development units reflecting the PCU faculties; the Research and Development Unit of the School of Business, Research and Development Unit of the School of Art & Design; Research and Development Unit of the School of Media & IT and Research and Development Unit of the School of Education.



Education Beyond the Classroom

PCU offers education beyond the classroom through a range of opportunities that introduce students to new or additional areas of study. Students have access to LinkedIn Learning, which delivers tailored short-term courses online based on individual skills and interests. We also run free university-wide elective classes in Applied Philosophy, Architecture and Ethics. Students also have the opportunity to network and learn directly from leaders. Faculty select students to attend business briefings, working committees, presentations and more. These events are organised by professional associations and international Chambers of Commerce in the Czech Republic that our university is a member of.

Students can also participate in PCU's Student Council, or other student-run societies such as the gaming club, yoga, clay and music societies. There is also the opportunity to take on an ambassador role within the university, working in a professional



capacity as for example a content producer for social media, photographer, videographer, writer or PCU student representative. PCU's schools encourage faculty and student research,

collaboration and discussion, the best of which is published in PCU's Centre for Research and Interdisciplinary Studies (CRIS) bulletin. While opportunities outside the university to work with our professional partners give students valuable experience. Students have assisted and worked in professional roles at local theatre, art and film festivals, major corporations such as Coca-Cola, as well as created assignment work for real-life clients.

Finally, throughout their journey, students partake in Living Futures. Living Futures is the university's long-term initiative to build awareness of the most important challenges affecting humanity, and our personal roles in shaping the societies of the future. The activities and initiatives of Living Futures draw inspiration from the university's core values, inspiring action that supports future generations in building a socially just, ecologically sustainable and culturally rich society.



Support Services

Students are supported throughout their whole student journey. Starting with a dedicated Admissions Advisor who helps guide applicants through their enrolment, finding accommodation and visa application if necessary. Once at PCU, students have a dedicated Study Advisor for guidance and mentoring.



Student Services also organise a dedicated Welcome Week for new students to help them adjust to university life and in many cases, their new city. Social activities, city walks, meeting staff and lecturers and practical sessions help students adjust, feel at home and form friendships across the schools.

In addition, we offer a unique wellness programme to support students' health and well-being. Free yoga and mindfulness classes are available on-campus as well as free professional psychological counselling through our partnership with City Practice, a local independent service provider.



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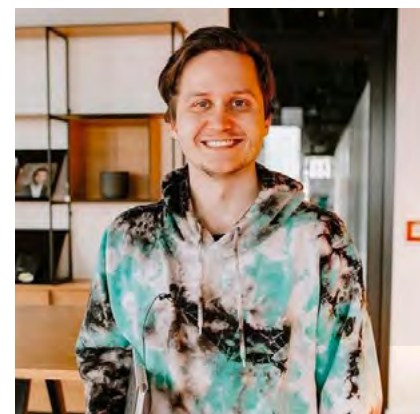
In our foundation year of study at PCU we experienced an amazing environment, great lecturers and gained massive experience and new skills. As a result we chose to continue studying for our BA (Hons) in Graphic Design.

Lizi & Nini
Mishveladze, Georgia
 BA (Hons) Graphic Design students

Career Support

Our students are supported and encouraged to mix with professional organisations and business leaders who not only provide real-life project briefs to students in the classroom, but also share their wisdom through the Schools' lecture series. PCU also offers students the chance to attend professional working committees, economic briefings and seminars to local businesses through our active participation with key Chambers of Commerce and business associations.

In addition, PCU hosts an annual Career Fair and invites key local and international employers from our Industry Network, opening doors to students while still studying. Many of our students have found internship placements, and also part-time and full-time work after speaking directly with company representatives.



“

I had the best experience at PCU. The teachers are real professionals, refined specialists in their fields. Everyone, including the staff, were super helpful and accessible at all times. It felt different than other schools, you were really taken care of. Since graduation I now teach at Akcent International House and from day one I've been confident stepping into my classroom because I already had so much teaching experience. I made so many lifetime friends and great colleagues, I wish I could have stayed longer!

Lukáš Milka,
Czech Republic

Bc. Specialized Education graduate
and English Teacher at Akcent
International House Prague

Graduate Destinations

Our graduates are our success. They have pursued careers and further studies all over the world including the United States, Canada, United Kingdom, France, Spain, Netherlands, Germany, Switzerland, Japan, Korea and South Africa. Some have pursued Master's and PhD studies at top institutions such as Oxford University, Royal College of Art, University of Washington and in the Czech Republic at Charles University and VŠE among others.

In practice, our graduates work as brand managers, software developers, financiers, technical designers, social media specialists, digital content producers, sales and marketing managers, business analysts, HR managers and fintech consultants. We are also pleased that many graduates have taken the entrepreneurial route running successful businesses in IT, hospitality, finance, marketing, cultural and technology sectors. Two such businesses run by alumni have been acquired by global players. Brand Embassy was bought by NASDAQ-listed NICE and Inspiro, was acquired by global advertising agency Publicis.

Some of the companies where PCU graduates are pursuing careers include SAP, Barclays Investment Bank, Publicis, KPMG, AB InBev, Deloitte, Cisco, Accenture, Unicredit, Louis Vuitton, Honeywell, European Central Bank, McCann, Ernst & Young, Bohemia Interactive, Amazon, Allianz, Oracle, Avast, ELI Beamlines, Siemens, Novartis, Google, HBO Max-Warner Media, Condé Nast and Wunderman Thompson.

School of Art&Design

PCU School of Art & Design is dedicated to providing students with a quality education in which creativity and innovation are fostered through a unique programme of study. In a highly supportive environment, professional career preparation and conceptual development are cultivated side by side through a broad selection of courses and projects.

Our creative team includes specialists and advanced practitioners from a wide variety of fields: photography, advertising, corporate identity, typography, editorial design, 3D animation, sound design, drawing, painting, web design, interactive system, video production and more.

Workshop, seminar and project-based activities provide students with valuable knowledge and experience, while supplemental instruction from contemporary artists and design practitioners offers insight and practical experience across a range of disciplines.



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George Allen, BA, MFA
Dean of the School of Art & Design

Visiting Artist Lecture Series

Twice a month the School of Art & Design welcomes a wide range of practicing artists and designers from Europe, the UK and further afield to take part in our prestigious lecture series. VALS is a creative space where artists, designers, philosophers, curators, exhibition project managers, gallery directors and art historians all converge and share their knowledge. This enables students to build a great network for their future, and for the arts community at large to stay connected to current trends and issues in contemporary art and design practice.

Exhibitions, Performances & Workshops

We continuously celebrate our students' success and creativity by organising regular exhibitions, workshops and performances. This in turn helps students make important connections with potential employers and clients. The highlight of the year are the graduate exhibitions. For students at all levels — the end of the spring semester presents a fantastic opportunity to exhibit work to family, friends and the general public.

Programmes we offer:

MA FINE ART

MA FUTURE DESIGN

BA (HONS) GRAPHIC DESIGN

**BA (HONS) FINE ART
EXPERIMENTAL MEDIA**

**FOUNDATION DIPLOMA
IN ART DESIGN & MEDIA PRACTICE**



School of Business

At the School of Business we believe in the creative power of teaching and learning. That means small group seminars, not impersonal lectures and continuous feedback, not just grades. We believe in learning by experience, by bringing employers from our extensive industry network directly into the classroom.

Our academic team have excellent credentials, long-term teaching and training backgrounds and outstanding experience in their disciplines. They bring a deep understanding of business to all areas of their teaching including strategic management and leadership, marketing, human resources management, business accounting, fintech and finance. We also offer our programmes in Global Blended format allowing students maximum flexibility with their studies.

Our students enjoy a multicultural and multidisciplinary environment and some are small business owners and working professionals who bring their unique and individual experiences into the classroom. Our graduates are special to us, curious, questioning, connected, flexible and passionate about what they do.

Master Speaker Series

The Master Speaker Series features outstanding local and international leaders from the fields of business, economics, politics and more. These lectures are designed to highlight and support key concepts from the School of Business programmes. Even more importantly, students have the opportunity to engage with speakers who offer inspiration and motivation for dissertations and even future career directions.

Industry Network

We are proud to partner with local and international businesses who share our innovative approach to business and education and at the same time introduce students to the world of professional work. Leading figures from industry are regularly invited into the classroom as guest speakers, or to run workshops featuring real-life case studies. These important connections prepare students for the challenges of the rapidly changing world of business. And of course our partners are ready to support students with internships as well as part-time or full-time careers.

Centre for Research and Interdisciplinary Studies

The School of Business research and activities outside of the classroom fall under the umbrella of the University's Centre for Research and Interdisciplinary Studies (CRIS). CRIS is responsible for arranging conferences and seminars, as well as an academic bulletin showcasing current research by the PCU academic community.

The Research and Development Unit of the School of Business research activities which cover different areas of business and management studies such as SDGs, Intellectual Capital, Collaborative Trust relating to contract lifecycle management (CLM) processes in supply chains, Human Resources Management, Business Models in economics of culture, Cryptocurrencies, corporate governance in the financial sector, CSR and Business Ethics.



Dr Stefano Cavagnetto, Ph.D.
Dean of the School of Business
and Honorary Professor of Teesside University

Programmes we offer:

**MSC INTERNATIONAL
MANAGEMENT**

**MSC LEADERSHIP
AND STRATEGIC MANAGEMENT**

**BA (HONS) INTERNATIONAL
MANAGEMENT**

**BA (HONS) INTERNATIONAL
FINANCE AND BUSINESS
ACCOUNTING**

FOUNDATION DIPLOMA IN BUSINESS

ACCA EXAM TUITION

CIMA EXAM TUITION



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School of Education

The mission of our School is to prepare students to be professional educators of children, youth and adults, and to become valuable members of today's diverse society. Our primary goal is to equip student teachers with the strategies, knowledge and skills to effectively fulfil this mission. Importantly, our approach is based on a combination of theory and practice of disciplines in applied pedagogy.

The Czech-accredited Bachelor's programme prepares students to teach a foreign language to adults in a modern, lively and effective

way. The programme specializes in English and the disciplines related to communication in this language, as well as linguo-didactic training and teaching practice.

In addition, we offer a professional qualification accredited by the Czech Ministry of Education (MŠMT) as part of the Further Education of Teachers project (DVPP). This programme enables applicants with any Master's degree to gain theoretical and practical experience to teach foreign languages at Czech primary and secondary schools.

Excellence in Learning & Teaching Series

Education is constantly evolving, not only in terms of pedagogical theory and classroom practice, but also in terms of its expected role in society. In the ELTS series, we invite teachers, educators, trainers and theorists to discuss the latest developments, based on their own experience and training. In the course of these lectures, students hear about the application of teaching practice, case studies covering many of the challenges of the educational world, and dynamic new ways of teaching and learning that contribute to real excellence in and out of the classroom.

Education in the Service of Others

A traditional view is that a university is like an 'ivory tower', closed off from the practical requirements of daily life. PCU takes the opposite approach. We believe that a university and its surrounding communities should always be open to one another, celebrating the shared human values that bind people together.

That's why we engage regularly with schools and educational bodies to ensure programme content is relevant to each new set of graduates. It's why we invite leading specialists and educators into the classroom — not only for students to learn from directly, but to help open doors to further opportunities and careers. And it's why our students engage in the community, participating in activities — social, environmental and global.



Doc. PhDr. **Zdeněk Starý**, CSc.
Dean of the School of Education

Programmes we offer:

**BC. SPECIALIZED EDUCATION —
TEACHING ENGLISH
AS A FOREIGN LANGUAGE**

**PROFESSIONAL QUALIFICATION
FOR TEACHING ENGLISH
IN CZECH SECONDARY SCHOOLS**



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School of Media&IT

In our School, students work alongside creative media, IT, networking and multimedia specialists who offer advanced technical, industrial, creative and academic expertise. In turn, our faculty members work with students to produce a lively learning experience with an emphasis on soft skill development. This ensures that graduates from all programmes leave with the confidence to create, produce and professionally deliver new ideas and content. Along with the skills to explain complex technologies and solutions to the wider world, they also have the ability to work effectively within teams.

Our Computing programmes allow students to acquire a broad range of knowledge and skills responsive to current developments in the world of computing and IT. Furthermore, at Bachelor's level, students can choose to specialize and focus on Cybersecurity or Multimedia pathways. Similarly, the Creative Media Production programme is a progressive degree that meets the market's need for original content creators across a fast developing range of platforms. The programme inspires students to become visionary creators of digital media content by fully exploring their creativity, whilst developing project management skills resulting in innovative and original work developed for real life clients.

Our overall method is to put students at the centre of the learning experience. Students work to international media and IT industry standards and practices, learning how to analyse and think critically and professionally. Supportive Lecturers guide, inspire, and facilitate project work, allowing students to gain valuable independence and experience for themselves.

Media Innovation Technology Series

The Media Innovation Technology Series (MITS) introduces students and anyone with an interest in Media and Computing as to what is possible and probable when applying innovation. The school handpicks guest speakers from multiple disciplines and industries that share the common goal of innovation and creativity as key driving forces within the field of technology. This interdisciplinary lecture series is specifically designed to highlight and support key concepts from all programmes and gives students the opportunity to engage with key thinkers who offer inspiration and motivation for student's dissertations and even their future careers.

Creative Media Production Graduate Show

The end of the spring semester is the opportunity for final year students to show their work in a public setting. This is the highlight for all students in the programme, with screenings of short films, videos and documentaries in one of Prague's renowned art cinemas. The goal is to celebrate students' success and creativity, and to make important connections with potential employers and clients. Students participate in the organisation with the help of lecturers and the university. The screenings are open to families, friends and the general public.



Mgr. **Veronika Douchová**, Ph.D.
Dean of the School of Media & IT

Programmes we offer:

MSC COMPUTING

BSC (HONS) COMPUTING

BA (HONS) CREATIVE MEDIA PRODUCTION

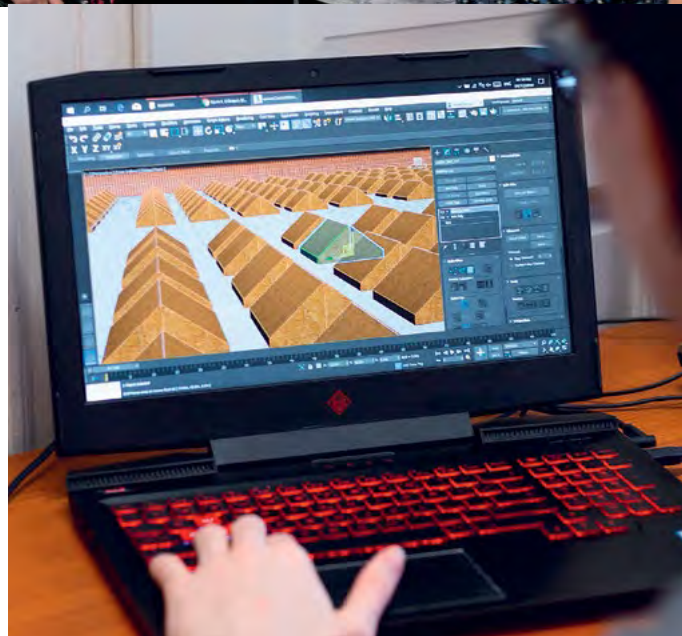
PROFESSIONAL DIPLOMAS

IN NETWORKING, CYBERSECURITY, WEB DESIGN, MULTIMEDIA, APPLICATION DEVELOPMENT OR JAVA PROGRAMMING



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PCU

School of Art&Design

MA FINE ART

MA FUTURE DESIGN

BA (HONS) GRAPHIC DESIGN

**BA (HONS) FINE ART
EXPERIMENTAL MEDIA**

**FOUNDATION DIPLOMA
IN ART DESIGN & MEDIA PRACTICE**

School of Media&IT

MSC COMPUTING

BSC (HONS) COMPUTING

**BA (HONS) CREATIVE MEDIA
PRODUCTION**

PROFESSIONAL DIPLOMAS

School of Education

BC. SPECIALIZED EDUCATION

**PROFESSIONAL QUALIFICATION
FOR TEACHING ENGLISH**

School of Business

**MSC INTERNATIONAL
MANAGEMENT**

**MSC LEADERSHIP
AND STRATEGIC MANAGEMENT**

**BA (HONS) INTERNATIONAL
MANAGEMENT**

**BA (HONS) INTERNATIONAL
FINANCE AND BUSINESS
ACCOUNTING**

FOUNDATION DIPLOMA IN BUSINESS

ACCA EXAM TUITION

CIMA EXAM TUITION

PCU Programmes

Prague City University was established in 2004 as Prague College, offering British-accredited programmes in the heart of Europe. Over the years we have grown into four Schools — Business, Art & Design, Education and Media & IT and now also offer Czech-accredited programmes.

We offer a highly experiential approach to education and focus on ensuring the employability of our graduates. Our mission is to provide outstanding opportunities both during studies and after graduation, based on our educational values and approach to delivering an excellent educational experience.

As we continue to grow, we are committed to achieving the highest levels of quality and excellence in learning, teaching, research and the entire experience of being at Prague City University.

We offer

LEARNING IN SMALL, MULTICULTURAL CLASSES AND GROUPS

PERSONAL ATTENTION FROM LECTURERS AND ADVISORS
FOR BOTH STUDY AND SUPPORT

AN INCLUSIVE AND WELCOMING ENVIRONMENT FOR ALL STUDENTS

BRITISH & CZECH ACCREDITED DEGREES, ALL TAUGHT IN ENGLISH

FOUR SCHOOLS WITH AN EXPANDING PORTFOLIO OF BACHELOR'S,
MASTER'S AND PROFESSIONAL QUALIFICATIONS

EXCELLENT FACILITIES, RESOURCES AND ACCOMMODATION

PRACTICAL LEARNING, INTERNSHIPS AND CAREERS;
ENGAGEMENT WITH ENTERPRISE AND THE COMMUNITY,
SOLVING REAL-WORLD PROBLEMS

APPLIED RESEARCH AND CREATIVE PRACTICE EMBEDDED
IN LEARNING AND TEACHING ACROSS THE CURRICULUM

OPPORTUNITY FOR STUDY SEMESTERS ABROAD,
TRAVEL AND EXPLORATION

CZECH, EUROPEAN AND GLOBAL ALUMNI NETWORKS TO HELP BUILD
YOUR SUCCESSFUL CAREER



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I was enrolled in the Intensive format for Master's in Computing. So combining studies with work was not easy, but not impossible. It just required more focus and better time management. If you want to have an amazing experience and receive a quality education, I would definitely recommend PCU. It offers qualified and professional staff, a friendly environment and it helps you to grow professionally and personally.

Djellza Hamza, Kosovo

MSc Computing graduate
and Test Engineer at Monstarlab EMEA

Education for Sustainable Development



Sustainable principles guide activities across the university and are reinforced in the curriculum, in activities, on campus, over projects, research and knowledge transfer.

It guides our Living Futures university-wide theme, a long-term initiative to build awareness of the most important challenges affecting humanity and our role in shaping the future.

As educators, by instilling a sustainable philosophy within the classroom we expose students to a deeper level of thinking and problem solving. We encourage and motivate them to examine and find solutions.

Six Pillars of the University

REPRODUCTION OF KNOWLEDGE: EXCELLENCE IN TEACHING AND LEARNING

PRODUCTION OF KNOWLEDGE: ACADEMIC RESEARCH, INDUSTRY-ALIGNED ENGAGEMENT, AND CREATIVE PRACTICE

DISSEMINATION OF KNOWLEDGE, DISCUSSION, DEBATE & IMPLEMENTATION: CREATION OF INTERNALLY-ORGANIZED AND PARTICIPATION IN EXTERNALLY-ORGANIZED CONFERENCES, SEMINARS, WORKSHOPS, SPEAKER SERIES, EXHIBITIONS, PUBLICATION OF ACTIVITIES, INCLUDING RESEARCH, CREATIVE PRACTICE AND ENTERPRISE/COMMUNITY ENGAGEMENT IN JOURNALS, BOOKS, WEBSITES, MEDIA & SOCIAL MEDIA; REAL PROJECTS SOLVING REAL PROBLEMS THROUGH REPRODUCTION AND PRODUCTION OF KNOWLEDGE.

EXTENDING OUR DISCIPLINES OF STUDY: GOING DEEPER, GOING FURTHER, ADDING MORE

ENHANCING STUDENT EXPERIENCE: PCU PLUS AND PCU PARTNER PLUS, OPPORTUNITIES, WELLBEING AND SUPPORT

SUSTAINABILITY GUIDING ACTIVITIES ACROSS THE UNIVERSITY: CURRICULUM & EXTRA CURRICULAR OPPORTUNITIES, CAMPUS, PROJECTS, RESEARCH AND KNOWLEDGE TRANSFER

Teesside University Strategic Partnership

Our long-standing academic partnership with Teesside University in the United Kingdom stretches back to 2008, and in recent years has expanded to a strategic alliance covering a range of common endeavours across all programme areas.



All Bachelor's and Master's degree programmes in the Schools of Business, Art & Design and Media & IT are approved and accredited by Teesside University with the same quality assurance processes and regulations related to the delivery and assessment of the degrees as Teesside University.

Teesside University is the first modern British university to win the Times Higher Education University of the Year and has won numerous awards for overall student satisfaction, postgraduate studies and sustainability credentials.

Accreditation in the Czech Republic

In 2021 we introduced our School of Education, offering a Czech Bachelor's degree and a professional qualification for teaching English in Czech secondary schools. Both programmes are accredited by the Ministry of Education, Youth and Sports (MŠMT). The life-long learning professional programme is also accredited as part of the Further Education of Teachers framework (DVPP) to provide the minimum qualification for teaching English as a foreign language in the Czech school system.



Left to right: George Hunt Director of International Development, Teesside University, Professor Paul Croney Vice-Chancellor & Chief Executive, Teesside University, Professor Mark Simpson Pro Vice-Chancellor (Learning and Teaching), Teesside University, Douglas Hajek President, Prague City University, Jeffrey Buehler Vice-President (Academic Affairs), Prague City University, George Allen Dean, School of Art & Design, Prague City University, Dr Stefano Cavagnetto Dean, PCU School of Business & Director of Centre for Research and Interdisciplinary Studies, Prague City University, Dr Veronika Douchova Dean, School of Media & IT, Prague City University, Warren Harrison Dean, Teesside University International Business School.

PCU in the Community

Living in Prague is a two-way experience. The city offers so much to our university community. Equally, staff and students give back much to the world beyond the university campus.

In this way PCU fulfils its responsibility to engage with organizations, to further enrich the tapestry of Prague's cultural and educational activity, and to benefit its community.

Many students choose to be involved with community events and projects, either as part of their studies or independently. Regardless of whether our students are Czech natives, or come to study from abroad for one semester, everyone is encouraged to learn more about the city and community we are based in.



Industry Network and Engagement



Prague City University is proud to be connected with a large number of local, national and international companies. The network assists in bringing local and global HR recruiters directly in contact with students at events such as our Career Fair. Many of them offer internships or employment to our students and they also visit the university regularly to talk and lecture to our students.

Students have gone on to secure internships and employment from some of Czech Republic's key employers who have participated in our Career Fair such as SAP, EverWhere, Radio Free Europe, Since, Becoming Artist Movement Lunchmeat Studio, Amazon.com, ExxonMobil, Amaris, Czech Radio, Johnson & Johnson, Hays Recruitment, Cross Masters, Netflix, Roivenue, Bis Group, Biceps Digital, Soft, ABRA, EATON.

Scholarships

Applicants for **full-time or blended learning programmes** at Prague City University are eligible to apply for a scholarship covering up to 50% of tuition fees. Scholarships can be awarded for either a single academic year or the duration of the whole programme.

The **Academic Excellence Scholarship** is for outstanding academic achievement and/or engagement in an academic context and the **Academic Excellence Progression Scholarship** is awarded to all Bachelor's degree graduates of any programme at PCU who decide to continue onto a Master's degree within the first year of finishing their Bachelor's degree. The scholarship awarded depends on the final classification of the Bachelor's degree.

The **Social Engagement Scholarship** is awarded for voluntary or school activities, or more generally for positive community engagement in society. At Master's level we also take into consideration applicants' work experience and contributions in the workplace.

The **Professional Excellence and Social Entrepreneurship Award for Blended Learning students** looks primarily for exceptional achievement in a professional and social context, as well as leadership and entrepreneurial skills. Evidence from the fields of business, IT or humanitarian engagement will be recognized.

We also offer generous **School of Education scholarships and grants** which can save students up to 75% of the fees.

Support for local students

We also have a special fund to support students coming from Czech-language and Slovak-language secondary schools and universities.

Industry Network discount

If you work for a company which is part of our Industry Network, you qualify for an automatic 10% discount, regardless of whether you or your company are paying for tuition.

Bursary for Professional students

If you are employed by a company which agrees to contribute towards your blended programme studies, Prague City University will match a contribution from your employer, capped at 20% of the total tuition fee.

For example, if your company offers to pay 10% of fees, PCU will also pay 10%, reducing your own costs to only 80%. And if a company offers to pay 50% of the fees, PCU will still contribute 20%, meaning you pay only 30% of the total tuition fee.

BEGIN YOUR APPLICATION TODAY!

You can get started right away on our website at www.pcu.cz/apply-now.

You can also contact us at (+420) 222 101 020 or admissions@praguecityuniversity.cz to speak to one of our admissions specialists.

How much does it cost?

School of Art&Design

Programme	Programme Length	Semester Tuition in CZK	Semester Tuition in Euro
Foundation Diploma in Art, Design & Media Practice	2 semesters, 1 year	86,900 CZK per semester	€ 3,530 per semester
BA (Hons) Graphic Design BA (Hons) Fine Art Experimental Media	6 semesters, 3 years	108,000 CZK per semester	€ 4,400 per semester
MA Future Design MA Fine Art	4 semesters, 2 years	84,000 CZK per semester	€ 3,415 per semester

School of Business

Programme	Programme Length	Semester Tuition in CZK	Semester Tuition in Euro
Foundation Diploma in Business	2 semesters, 1 year	86,900 CZK per semester	€ 3,530 per semester
BA (Hons) International Management BA (Hons) International Finance & Business Accounting	6 semesters, 3 years	108,000 CZK per semester	€ 4,400 per semester
BA (Hons) International Management (Blended)* BA (Hons) International Finance & Business Accounting (Blended)*	8 semesters, 3 years	74,250 CZK* per semester	€ 3,015 per semester
MSc International Management (Standard)	4 semesters + dissertation, 24–30 months	84,000 CZK per semester	€ 3,415 per semester
MSc International Management (Intensive) MSc Leadership and Strategic Management (Intensive)	3 semesters, 12–18 months	112,000 CZK per semester	€ 4,550 per semester

ACCA and CIMA prices are dependent on the level of exam tuition required. Contact us for details.
* Third year entrants only, study 2 semesters, 1 year so the cost is 99,000 CZK (€ 4,020) per semester.

Czech & Slovak students currently pay between 24.500 - 36.500 CZK per semester thanks to the funding programme.

School of Education

Qualification	Programme	Programme Length	Semester Tuition in CZK	Semester Tuition in Euro
Bachelor's	Bc. Specialized Education — Teaching English as a Foreign Language	6 semesters, 3 years	99,000 CZK per semester*	€ 4,020 per semester*
Professional Qualification	Professional Qualification for Teaching English in Czech Secondary Schools	3 semesters, 18 months	11,500 CZK per semester**	€ 470 per semester**

* Grants and scholarships are available which may cover up to 75 % of this cost.

** 33,250 CZK (€ 1,350) for the programme if paid all at once.

School of Media & IT

Qualification	Programme	Programme Length	Semester Tuition in CZK	Semester Tuition in Euro
Bachelor's Full-time	BA (Hons) Creative Media Production BA (Hons) Computing	6 semesters, 3 years	108,000 CZK per semester	€ 4,400 per semester
Bachelor's Blended	BSc (Hons) Computing	6 semesters, 3 years	99,000 CZK per semester	€ 4,020 per semester
Master's Standard	MSc Computing	4 semesters, 2 years	84,000 CZK per semester	€ 3,415 per semester
Master's Intensive	MSc Computing	3 semesters, 12–18 months	112,000 CZK per semester	€ 4,550 per semester
Professional Qualification	Professional Diploma Specialist Professional Diploma Advanced Specialist Professional Diploma	2 semesters, 1 year	70,300 CZK 70,300 CZK 73,600 CZK per semester	€ 2,860 € 2,860 € 2,990 per semester

There is a UK student body fee which covers direct costs with maintaining your enrollment and issuing your award on British-accredited degree programmes. This fee is **£ 700** for each year of study (120 UK credits) at Bachelor's level and **£ 1200** in total at Master's level.

Tuition fees are accurate for **programmes starting in 2023**, and are subject to change. Tuition can be charged in Czech crowns (CZK) or Euros (EUR). Payment in currencies other than Euros will be converted to Czech crowns at the exchange rate offered by our bank on the day payment arrives.

At PCU there are no other application or registration fees.

City Centre Campus

Hybernská 24, Prague 1, 110 00
Czech Republic

Bishop's Court Campus

Biskupský dvůr 6, Prague 1, 110 00
Czech Republic

Pragovka Campus

Kolbenova 923/34a, Prague 9, 190 00
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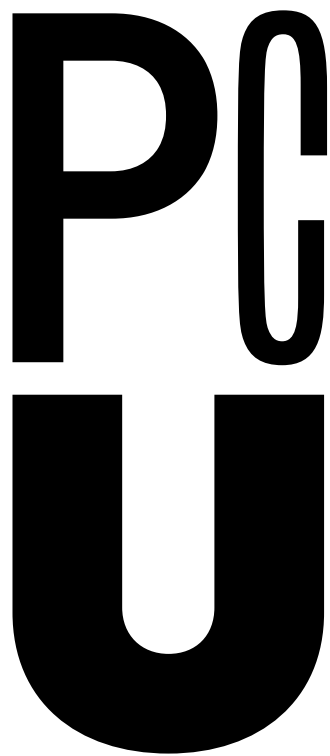
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