

# Economics education systems in the Czech Republic

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*Abstract* The growth of national economy is conditioned on sufficient education of working people. The demand of high quality education in the globalize world with floating conditions changed into need of continuously and lifetime education. Herewith the communication progress enables to change the forms of education from classic personal attendance form into distance form and e-learning. Universities have often take place of meetings and transmitting of knowledge and experience on various levels and they will have to solve problems with the society demands on lifetime and continuous knowledge improvement.

*Keywords* – Economics education, Knowledge, Educational targets.

## I. INTRODUCTION

The objective of the University of Economics, Prague is to educate high-quality students. Taking into account that knowledge is considered to be a form of capital nowadays and that it is a fundamental element of competitive employees, companies, regions and the whole national economy, the University of Economics focuses on upbringing of students who are supposed to be knowledge workers as well.

This should be achieved not only by implementation of individual subjects (there are 17 of these particular subject at the University of Economics, e.g. Knowledge Management, Introduction into Knowledge Management, Knowledge Management in Health Care, Theory of Information and Knowledge-Based Systems, Knowledge Acquisition Methods, Knowledge and Ontological Engineering, Information and Knowledge Processing, Management of Enterprise in Knowledge Economics, Management of Knowledge Worker) but also by general orientation, new study branches creation and new form of education implementation.

## II. STUDY SYSTEM

### A. Study Program

There is one accredited Bachelor Study Program “Economics and Management” at the Faculty which is realized in the form of day attendance tuition. The standard length of study for this program is three years. After successful completion of the bachelor study program the graduate receives the title of Bachelor (Bc.). Within the framework of this bachelor study program there are two study branches:

- Enterprise Economics and Management (hereinafter only PE) – attendance form of study – focused on the

training of graduates concentrating on economics and management chiefly for the enterprise sphere. About 600 high school graduates are enrolled every year for this study branch.

- Arts Management (hereinafter only AM) – attendance form of study – focused on the training of graduates concentrating on economics and management chiefly for the sphere of arts and culture. That branch was firstly opened in academic year 2007/2008. It is intended to enrol cca 100 high school graduates.

### B. Educational and professional targets

The Study Branch **Enterprise Economics and Management** provides theoretical and practical knowledge of a comprehensive nature, which is the prerequisite for the work in manager posts in the enterprise sphere, but also in banking and institutions of public administration. The Branch Enterprise Economics and Management offers the following subjects:

- A general economics basis – economics, accounting, mathematics, statistics, information science and law
- Subjects of the branch profile – business economy, management, marketing, enterprise finance, personnel management, logistics, psychology and sociology of management, etc.

Graduates in this branch will find implementation in enterprises of varying size, of ownership or legal form, in various branches and fields of business. By studying this branch the students acquire knowledge and skills essential for the quality mastering of economics and management functions at lower levels of management.

The Study Branch **Arts Management** represents a useful combination of subjects with a focus on economics and management and subjects from the field of art and culture. The branch of Arts Management offers the essential quota of economics and management subjects divided into three levels:

- General subjects – philosophy, economics, statistics, information science, study only of the English language
- Basic subjects of the branch – economics and finance of organizations, management, principles of marketing and art marketing, law, principles of enterprise, accountancy, the tax system, project management, personnel work, international management, etc.
- Final professional profiling subjects – tourism and the cultural heritage, public administration, cultural capital in social-economic development, territorial and urban planning, public finance, etc.

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This branch includes these subjects focusing on art and culture: History of culture, history of art styles, sociology of culture, legislation in the sphere of culture, regional policy in the cultural sphere, financing of the operation, maintenance and renovation of monuments, etc.

After completion of their bachelor studies graduates will find implementation in the management of cultural institutions, non-profit organizations, public administration organizations, etc.

The faculty has further one accredited Follow-up Master's Study Program "Economics and Management", which is realized in day attendance, extramural and combined forms of tuition. The standard study length of this program is two years. After successful completion of the follow-up master's study program the graduate receives the title of Engineer (Ing.). Within the framework of this program there are three study branches:

- Enterprise Economics and Management (hereinafter only PE) – day study and extramural form of study. Approximately 200 students are enrolled every year, 2/3 of them to extramural form of study.
- Arts management (hereinafter only AM) – in the combined form of study. That study branch was firstly opened in academic year 2007/2008, the number of enrolled students is about 50 graduates of noneconomic focus.
- International management (hereinafter only IG) - day form of study and in English language only. The branch has been opened since academic year 2008/2009, number of students is at the most 40 students, including foreign students.

Educational and professional targets (profile of the graduate)

In the branch Enterprise Economics and Management the Faculty of Business Economics prepares its students to perform the most varied economics and management activities in the business sphere, in the management of various types of enterprises or their parts. Students acquire knowledge and skills for the quality mastering of economics and management functions at all the levels of management of enterprises and other institutions, which expect knowledge of the management of business firms.

This branch offers students subjects of the major specialization, such as Enterprise Economics 2, Marketing 2, Management 2 and 3, Economics 2 and HR Management 2. It further gives students a wide selection of minor specializations, such as Consultant – Auditor, Economics of an Industrial Enterprise, Sports Economics, Financial Manager, Logistics – International Transport and Forwarding, Management, Marketing, Small and Medium Enterprises in the Market Environment, Quality Manager, Personnel Management, Psychology and Sociology in Management of a Firm. Apart from this the branch offers students a choice of optional subjects through which they may deepen their knowledge of the mandatory subjects.

The Follow-up Master's Degree Branch Arts Management is intended for the graduates of bachelor's study branches with a non-economic focus (history, art, architecture, etc.). In the structure of the study plan the emphasis is placed on economics and management education and subjects focusing on culture and art are offered only to a minimum extent. The

branch Arts Management offers in its content the essential quota of economics and management subjects, which include:

- General subjects – economics, statistics, information science,
- Subjects from the basis of the field – management economics and finance, Management II, principles of the marketing of art and the cultural heritage, law, business focused on culture, accountancy, the tax system, project management, personnel management, the EU and structural funds, etc.
- Final professional profiling subjects – tourism and the cultural heritage, public administration, territorial and urban planning, public finance, logistics, etc.

It is assumed that graduates of that branch will be able to handle manager duties in all types of enterprises, but particularly in organizations focusing on culture.

The Follow-up Master's Degree Branch International Management in English is intended for talented bachelor graduates with excellent knowledge of English language and with the interest of international corporate environment. International program CEMS MIM (Master's Degree in International Management) is a resource for IG. The field International Management offers compulsory subjects (Microeconomy, International Strategy, Corporate Governance, International Management, Cross-Cultural Communication, Corporate Finance, International Marketing) and wide range of optional subjects. There is also a semestral study stay at foreign partner CEMS university as a part of this field of study. Subjects that a student graduates there are acceptable within the frame of IG field.

The graduate of IG should have capabilities and qualifications for discharge of a managing office including strategic, financial, marketing or personel, especially in internationally foking companies, then for discharge of a managing office in consultant internationally oriented firms and for international team leadership. The graduate acquires great qualification in the field of international business and management and the best premise for successful career building-up.

E-learning education is widely used in the extramural and combined forms of studies. The faculty ensures off-line aids (interactive CD education) with own resources, besides there is also on-line version for several years. This version proceeds with the support of E-Doceo system, nevertheless within the conversion to integrated study system of the whole University there would be the new support e-learning as well. It offers a great advantage – examination of students through the use of accidentally generated test. User-friendly for students is also the fact that all the theses could be currently inserted into thesis database and after its evaluation the grade is automatically transfered into study database.

#### IV. CONCLUSION

The faculty believes, that the graduates of its program will be ready for entrance to practice on all hands and that they acquire the basis to be the top workers.