



# Fakulta podnikohospodářská VŠE

Vědecká rada Fakulty podnikohospodářské, 16. listopad 2022

## Program

1. Zahájení Vědecké rady FPH  
prof. Ing. Jiří Hnilica, Ph.D.
2. Habilitační přednáška – Ing. Mgr. et Mgr. Štěpán Bahník, Ph.D.  
doc. Ing. Marek Hudík, Ph.D.
3. Schválení předsedů a členů komisí pro státní závěrečné zkoušky a obhajoby  
doc. Ing. Hana Míková, Ph.D.
4. Jmenování komise pro nejlepší publikace FPH  
doc. Ing. Marek Hudík, Ph.D.
5. Různé

  
prof. Ing. Jiří Hnilica, Ph.D.  
předseda Vědecké rady  
Fakulty podnikohospodářské VŠE v Praze



## Základní fakta o FPH

- Přibližně 3 800 studentů v rámci všech studijních programů;
- 9 kateder
- Studijní programy zaměřené na management organizací, a to i v oblasti kultury
- 11 vedlejších specializací v rámci navazujícího magisterského studia

FAKULTA PODNIKOHOSPODÁŘSKÁVŠE



## Katedry

Katedra Arts managementu [kam.vse.cz](http://kam.vse.cz)

Katedra manažerské psychologie [kmae.vse.cz](http://kmae.vse.cz)

Katedra logistiky [klog.vse.cz](http://klog.vse.cz)

Katedra personalistiky [kp.vse.cz](http://kp.vse.cz)

Katedra managementu [km.vse.cz](http://km.vse.cz)

Katedra podnikání [kpo.vse.cz](http://kpo.vse.cz)

Katedra marketingu [kmg.vse.cz](http://kmg.vse.cz)

Katedra strategie [ksg.vse.cz](http://ksg.vse.cz)

Katedra manažerské psychologie a sociologie [kmeps.vse.cz](http://kmeps.vse.cz)

FAKULTA PODNIKOHOSPODÁŘSKÁVŠE

## Studijní programy

| Stupeň studia | Programy   |
|---------------|--|
| Bakalářský    | Podniková ekonomika a management (ČJ)<br>Arts management (ČJ)<br>Business Administration (EN)        |
| Magisterský   | Management (ČJ a EN)<br>Arts management (ČJ)<br>International Management / CEMS (EN)                 |
| Doktorský     | Program Management a manažerská ekonomie (ČJ a EN)<br>Program Doctor of Business Administration (EN) |
| MBA           | Executive MBA (ČJ a EN)  |

5

## Aktuální stav počtu studentů

| Studijní program                            | Celkem       |
|---|--------------|
| Arts Management                             | 369          |
| Bachelor of Business Administration (EN)    | 333          |
| Corporate Economics and Management          | 1 431        |
| <b>Bc.</b>                                  | <b>2 133</b> |
| Arts Management                             | 235          |
| International Management                    | 98           |
| Management                                  | 1 158        |
| Master in Management                        | 113          |
| <b>Ing.</b>                                 | <b>1 604</b> |
| Ph.D. – Managerial Economics and Management | 24/39        |
| MBA - Master of Business Administration     | 39           |
| DBA - Doctor of Business Administration     | 14           |
| <b>Celkem</b>                               | <b>3 853</b> |

## Vedlejší specializace

---

- Logistika – mezinárodní přeprava a zasilatelství
- Management kvality a Lean Six Sigma
- Manažer kultury a umění
- Manažerská psychologie a sociologie
- Marketing
- NextGen Consulting
- Personální management
- Podnikání – startupy a inovace
- Projektový management
- Sales Management
- Turnaround Management

## Strategie FPH 2030

---

### Mise

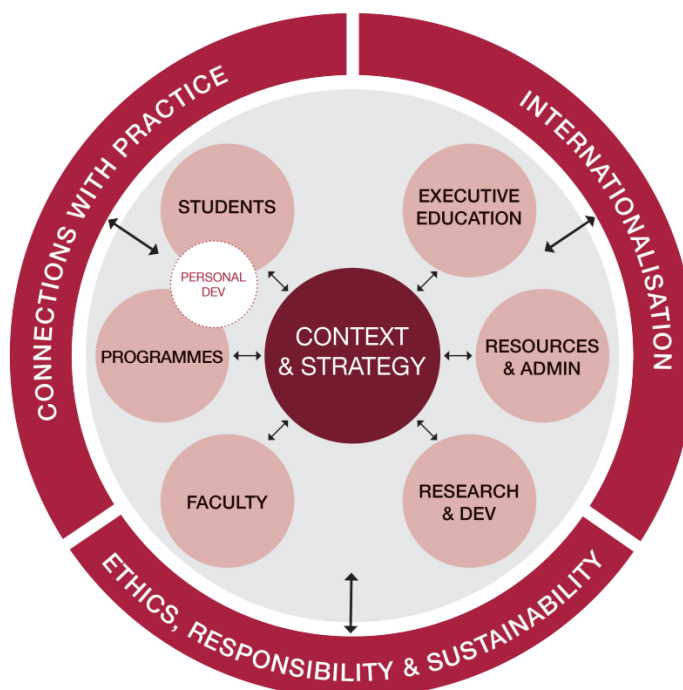
- Vytváříme a předáváme znalosti, rozvíjíme dovednosti a formujeme postoje pro úspěšné řízení firem a organizací v měnícím se světě.

### Vize

- Jsme špičkovou referenční vysokoškolskou institucí pro obor management v Evropě.

## Strategie FPH 2030 – koncepční pilíře

1. Připravujeme studenty pro řešení komplexních manažerských a podnikatelských problémů s důrazem na etiku a udržitelnost.
2. Představujeme mezinárodně respektované výzkumné pracoviště.
3. Jsme partnerem pro řešení byznys problémů středního a vrcholového managementu.
4. Jsme odpovědnou institucí.



| International Strategy |   |   | VSE / FACULTY OF BUSINESS ADMINISTRATION  |
|------------------------|---|---|---|
| CURRENT STATE          |   | OBJECTIVE   | VISION  |
| ACTION MAP             | HOW TO ENHANCE STRENGTHS  | HOW TO EXPLOIT OPPORTUNITIES  | HOW TO REALIZE DREAMS   |
|                        | <ol style="list-style-type: none"> <li>Strengthen targeting on students from developed countries</li> <li>Increase the number of double degree programs</li> </ol>  | <ol style="list-style-type: none"> <li>Building at least two new DD programs</li> <li>Creating at least 5 joint courses with partner institutions</li> <li>Accreditation of hybrid BBA program</li> </ol>             | <ol style="list-style-type: none"> <li>Designing a new hybrid BBA program</li> </ol>  |
| VISION MAP             | STRENGTHS   | OPPORTUNITIES   | DREAMS  |
|                        | <ol style="list-style-type: none"> <li>Growing numbers of international students</li> <li>Growing international reputation due to rankings and accreditations</li> </ol>  | <ol style="list-style-type: none"> <li>Due to reputation, there is an increased interest from potential partners to collaborate</li> <li>Demand for hybrid / online delivery of joint courses and projects</li> </ol> | <ol style="list-style-type: none"> <li>Achieve the target share of international faculty of at least 30%</li> <li>Keeping our position in the TOP 20 in FT and other rankings on the program levels</li> <li>More international internships for students</li> </ol> |
| ACTION MAP             | WEAKNESSES  | THREATS   | NIGHTMARES  |
|                        | <ol style="list-style-type: none"> <li>Lower attractivity of the School for International faculty</li> <li>Lower share of students with international exchange or internship experience</li> <li>Lower number of teacher's mobility (out/in)</li> </ol> | <ol style="list-style-type: none"> <li>Uncertain situation on target markets (Russia, Ukraine)</li> <li>Increased offer of online courses from top universities</li> </ol>  | <ol style="list-style-type: none"> <li>Legal constraints to offer hybrid programs</li> <li>Escalation of the Ukraine war</li> <li>The worsening macroeconomic situation in the EU</li> </ol>  |
| ACTION MAP             | HOW TO BEAT WEAKNESSES  | HOW TO PREVENT THREATS  | HOW TO FIGHT NIGHTMARES   |
|                        | <ol style="list-style-type: none"> <li>Increased tuitions and fees – generate higher funding for salaries for faculty members including those from abroad</li> <li>Motivate students and faculty to international mobility</li> </ol>                   | <ol style="list-style-type: none"> <li>Retargeting from Russia to other markets (Vietnam, SE Asia, EU countries, USA)</li> <li>New offer of specialized modules besides the full Master or MBA programs</li> </ol>    | <ol style="list-style-type: none"> <li>Due to online modules also targeting other markets</li> <li>Creating sound value propositions for capstone projects for International partner students</li> </ol>  |

| A thorough analysis of carefully selected benchmark institutions serves as a base for future development & repositioning  |  |   | VSE / FACULTY OF BUSINESS ADMINISTRATION  |
|---|--|---|---|
| COMPARISON SET: WU, Universitat Leipzig, RSM, UCD, SSE  |  |   |   |
| OPERATIONS BELOW MEDIAN: Size of International faculty, quality of MBA program, quality of research outcomes, less International internships and mobility   |  |   |   |
| STRENGTHS   | Customer experiences (Statements)  | Actions to be taken   | Evaluation Metrics & Targets  |
| Real International / intercultural student body in International Programs<br>Due to the high number of Exchange students, students from „Czech Programs“ are exposed to international collaboration | „I am happy I can study with students from all over the world and not only with Czechs or students from some Eastern European regions.“  | Reinforced Targeting of International Applicants  | <b>Metric:</b> ratio of international students, # nationalities<br><b>Current state:</b> BBA 35 nationalities, CEMS 15, MIMG 22<br><b>Target:</b> ratio of international students in international programs >50%; , i. e. 10+ nationalities in the cohort   |
| High number of partner universities   | „I had an extensive list of opportunities where I can pursue my Exchange semester. It is also nice, that the school supports me financially.“  | Precise Selection of Partner Universities   | Partners for DD Programs must either be accredited by well-recognized body (EFMD, EQUIS, CEMS, AMBA) or must be highly ranked on the home market (applicable specifically for priority markets like Vietnam, USA); DD Programs - only one school per country<br><b>Metric:</b> # of DD Universities, ratio of exchanges<br><b>Current state:</b> 8 DD programs offered, (25,1% in 2021) exchanges<br><b>Target:</b> add 5 more DD programs in next 5 years; 35 % share of students with exchange experience in next 5 years |
| Teachers with International experience  | „Despite the fact that we do not have many international teachers, the locals have always had substantial International experience. The number of foreign staff is low, but it is slowly increasing.“  | Review Backgrounds of Teaching Staff  | <b>Metric:</b> % of faculty with international experience<br><b>Current state:</b> 80% of staff members have some international experience (minimum 1 semester abroad)<br><b>Target:</b> 100% of staff members should have some international experience  |
| Joint student projects and courses  | „Going forth, I foresee that the trend of working virtually will continue even after Covid. Learning different tools of collaboration across time zones and working effectively with people from different nationalities is quite useful. I will be better equipped to deal with these challenges at work thanks to the course.“ | Strengthen partnerships; up-skill staff for supervision of the projects, secure funding | <b>Metric:</b> # of projects, #participating students<br><b>Target:</b> >5 new courses and capstone projects within the next 3 years; Increased # of fully equipped classrooms supporting hybrid teaching   |
| Good value for money ratio  | „Looking at the accreditations and rankings, the school offers better value than other schools in the region except from WU which is free of charge.“  | Collect salary data from all graduates  | <b>Metric:</b> Average salary 3Y after graduation compared to tuition fees.   |
| Family-like atmosphere between students and International office staff  | „Study coordinators are almost like our older siblings. They are friendly and approachable. They often discuss with us not only study issues but also personal ones.“  | Define a substitute employee for each staff member                                      | Extensive office hours and high level of substitutability<br><b>Metric:</b> e-mail replies within 24 hours  |

## Harmonogram

- 16. prosinec 2022
  - odeslání všech podkladových dokumentů
- 13. února – 16. února 2023
  - Peer Review Visit
    - Prof. Dr. Markus Rudolf, WHU - Otto Beisheim School of Management, děkan
    - Prof. Julia Balogun, The University of Liverpool Management School, děkanka
    - Prof. Frank Pons, Faculté des Sciences de l'Administration, Université Laval, děkan
    - Mr. Allan Mitchell, ABB Asea Brown Boveri Ltd, Global Learning & Development Director



## Víc snímků už není – tak alespoň foto naší knihovny ...

