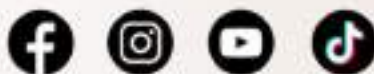


**MVŠO** ➤



**MORAVIAN BUSINESS COLLEGE OLOMOUC** ➤

[www.mvso.cz](http://www.mvso.cz)



**KNOWLEDGE FOR THE FUTURE**

# About us

For centuries, the city of Olomouc has been the historical core of Moravia as well as its important cultural and educational centre. Its strategic position in Central Europe has become a natural crossroad of many nations and historical events.

Over the years, a number of educational institutions were established in Olomouc supporting the economic, financial and administrative development of the entire region. Consequently, Olomouc has become a university city.

Moravian Business College Olomouc was founded by the Regional Centre Olomouc (RCO) and TESCO SW as a private public benefit organisation in 2005. The main aim is to continue the tradition of the university city in order to support the educational and economic development of the region. The owner of both organisations, RNDr. Josef Tesařík, has become the first director of MVSO.

In the first years of its existence, MVSO focused on economic and managerial bachelor's degree study programme, which primarily aimed at students of the region.

## **RNDr. Josef Tesařík**

Chief executive officer, founder



# History

A number of international contacts and projects have gradually developed, both from the student and staff mobility thanks to the Erasmus+ Programme as well as through the conclusion of strategic partnerships with major universities.

At present, MVSO provides bachelor's and master's degree study programmes (accredited in the Czech Republic) not only for students from the Czech Republic, but also from EU member states as well as non-European students, especially from Asia.

Since 2013, MVSO has been located in a modern environment of the BEA Campus Olomouc, in a developing business area of Olomouc. In cooperation with other campus partners, MVSO participates in the business development and innovations of the region.



# The Czech Republic

The Czech Republic, also known as Czechia, is a landlocked country in Central Europe. It borders on Austria, Germany, Poland, and Slovakia. The Czech Republic covers an area of 78,867 km<sup>2</sup>. The country has a population of 10,56 million people. The capital city is Prague. The official language is Czech.

The country has been traditionally divided into three lands - Bohemia, Moravia and Czech Silesia.

## Interesting facts about the country

The Czech Republic ranks among the 10 safest countries in the world.

Prague is also called "the golden city of a thousand spires".

There are over 2000 castles and chateaux in the Czech Republic, more than in any other country in Europe.

The word "robot" was created by the Czech artist Josef Čapek.

Soft contact lenses were invented by a Czech chemist Otto Wichterle in 1959.

The Czech Republic is renowned for its beer. There are hundreds of breweries: big ones as well as many local breweries which offer craft beer.

Bohemia Crystal, Pilsner Urquell and Škoda Auto are among the most famous Czech brands.



# The Town of Olomouc

Olomouc is the gem of the Czech Republic and one of the towns with oldest history in Europe. It has 100 000 inhabitants and is the seat of local government. Olomouc and its surrounding is home to countless beautiful buildings, UNESCO monuments, great culture and hundreds of unique restaurants, pubs and bars. It has been the seat of the archbishop for nearly one thousand years and thus has some of the most beautifully decorated churches in Europe.

Olomouc is a famous centre of education, science and research, and during the academic year, about 25000 students study there. It is also famous for its numerous fountains, unique facades, green parks, and beautiful nature surrounding the town. Every year, it hosts numerous cultural and sport events (concerts, theatre and ballet performances, national heritage and costume events, flower exhibitions, half marathon, etc.) Olomouc has a convenient location close to central European capitals, such as Vienna (Austria), Bratislava (Slovakia), Budapest (Hungary), and other remarkable cities, such as Krakow.



**OLOMOUC - ATTRACTIONS**

# BEA Campus Olomouc

BEA Campus - an international innovation ecosystem - is situated in an attractive and rapidly growing part of Olomouc. It houses various companies including TESCO SW (a major Czech IT company) and is also the home to Moravian Business College Olomouc (MVSO).

As the name suggests, BEA Campus Olomouc connects the worlds of Business and Education in order to achieve Acceleration of conducting business.

The main objective of the campus is to serve as a centre of entities which support business innovations, with the central focus on regional small and medium-sized enterprises (SMEs). It also aims at educating the young generation (through MVSO) in values which are crucial for success in business and regional development.

Currently, we are in the process of building the third stage of the new campus.



# Moravian Business College Olomouc

Moravian Business College Olomouc or MVSO (abbreviation of the original Czech name) is a part of BEA campus and was founded in 2005. It is a dynamic institution focused on Business, Economics, Management, Finance, Innovations, Marketing and Multimedia, HR, and much more. MVSO is the first school of tertiary education in the Czech Republic which has been granted the vocational accreditation for the study programme Economics and Management.



**MORAVIAN BUSINESS COLLEGE OLOMOUC**

# BEA Production

We are a production providing live broadcasts and production of commercial spots. We offer a solution that includes the entire process from the subject to deployment in the online space, cinema or television.

## 1/ LIVE STREAM

We broadcast from our television studio in Olomouc, or from any other location (e.g. from your company headquarters or congress center).

## 2/ ADVERTISING AND OTHER VIDEO PROJECTS

Each of our videos is original, custom-made, just for you. For individual shootings, we provide actors, extras, premises, supply our own technical equipment and professional crew.



# Accredited Study Programmes

**Bachelor of Economics and Management** (3 years)

**Master of Economics and Management** (2 years)

Upon completion, the students are entitled to use the academic title Bachelor (Bc.) or Master (Ing.)

## Short Term and Life-long Learning Programmes

Diploma in Business Management (1 year)

Diploma in Economics and Management (1 year)

Certificate in Business Management (6 Months)

Certificate in Economics and Management (6 Months)

Study and cultural programme (2-4 weeks)

MVSO life-long learning programme (1 year)

## We are in the process of expanding the portfolio of study programmes

Entrepreneurship and Innovations

Accounting and taxes

Marketing and multimédia

Human Resources

# International Activities of MVSO

**Academic year 2022 - 2023**

MVSO regularly organises and participates in numerous international activities.



**KNOWLEDGE FOR THE FUTURE**

# Conference on Healthcare Innovations

MVSO hosted the international conference "Healthcare Innovations in V4 Countries and Israel".

The event brought together academics, researchers, healthcare administrators, technology experts and public officials. They focused on the important topics of healthcare innovations, Smart Health and international cooperation in the sector.

The Ambassador of Izrael to the Czech Republic, H. E. Anna Azari, was the guest of honour of this conference.

21 September, 2022



CONFERENCE ON HEALTHCARE INNOVATION

# Cooperation between MVSO and TMA

We welcomed Colonel Harald Gell from the prestigious Theresan Military Academy in Austria at MVSO.

During his visit, he informed us that based on their students' evaluation, MVSO is one of their best partner universities. He also confirmed that cadets from TMA will study with us in the summer semester again, marking ten years of our fruitful collaboration.

14 October, 2022



**COOPERATION BETWEEN MVSO and TMA**

# Visit to the University of St Andrews

We draw inspiration and international know-how from the best. This October, the Vice-rector of MVSO for Strategic Partnership visited the University of St Andrews in Scotland: the No.1 university in the UK, according to official rankings.

Their friendly welcome and time devoted to discussion of the possibilities of our cooperation was a great honour for us. It also motivates us for the further development of MVSO.

24 - 28 October, 2022



University of  
St Andrews

# Conference of the Spationomy Project

The final stage of the international project Spationomy, a student "Summer School", took place at MVSO. Experts and students from partner universities in Bochum, Utrecht and Maribor, as well as Palacký University, were taking part in a week- long programme.

This vibrant programme, focused on geoinformatics, economics and simulation games, was concluded by a final conference.

10 November, 2022



**CONFERENCE OF THE SPATIONOMY PROJECT**

# CZEDUCON International Conference

We are constantly following the newest trends in the area of international cooperation and education to get and share the know-how.

Moravian Business College Olomouc representatives took part in the CZEDUCON international conference in Prague to explore the newest trends in higher education strategy.

22 November, 2022



CZEDUCON INTERNATIONAL CONFERENCE

# Workshop on Eco-friendly Cities

Moravian Business College Olomouc organised an international online programme for students focused on Eco-friendly cities.

More than 80 participants from MVSO and Guangzhou City University of Technology worked together and discussed proposals how to make their home cities more sustainable.

The students then presented their research results before a jury composed of UK experts on sustainability, management and international relations.

28 - 30 November, 2022



**WORKSHOP ON ECO-FRIENDLY CITIES**

# Cooperation with the Maharal Institute

Our international students come from many countries and diverse cultures. Apart from students from various European and Asian countries, Jewish students from all around the world participate in MVSO courses which we organise in cooperation with the Maharal Institute in Prague.

15 December, 2022



COOPERATION WITH THE MAHARAL INSTITUTE

# Meeting with Cormack Consultancy

Moravian Business College Olomouc is constantly expanding its know-how in the area of international cooperation and we collaborate with the best.

We welcomed and shared know-how with an expert on international projects at our college. We have also discussed further development of MVSO excellence as well as options for project participation.



22 December, 2022

**MEETING WITH CORMACK CONSULTANCY**

# Success of Our Erasmus+ Student

We were very pleased to hear that Ezgi, our Erasmus+ student and intern, is doing well at her home Ankara Yıldırım Beyazıt University.

We extend our congratulations to her recent appointment as the President of the Student Board.

31 January, 2023



**SUCCESS OF OUR ERASMUS+ STUDENT**

# International Conference in Barcelona

At the beginning of February, our colleagues visited Barcelona.

They attended the RSEP international conference on economics and they also visited ESERP Business School. ESERP is one of our Erasmus+ partners and their students come to study at MVSO regularly.

1 - 2 February, 2023



INTERNATIONAL CONFERENCE IN BARCELONA

# University of Bielsko-Biala

A group of MVSO rectorate staff visited the University of Bielsko-Biala which is one of our partners in Poland.

We have gained a lot of inspirational know-how from our colleagues, especially in the areas of international cooperation, marketing and career development.

We also visited Science Point 2.0: a new interactive exhibition which has been developed by the University of Bielsko-Biala.

20 - 22 March, 2023



**KNOW-HOW SHARING WITH THE UNIVERSITY OF BIELSKO-BIALA**

# Lviv Polytechnic National University

Two of MVSO academics, assoc. prof. Adam Pawliczek and dr. Omar Ameir visited Lviv Polytechnic National University (LPNU) – one of the oldest and most prestigious Ukrainian universities.

They discussed the possibilities of project cooperation and mobilities on the basis of a memorandum of understanding.

Our colleagues also gave lectures on the topics of "Business Planning" and "Selected Tools of Behavioural Management".

20 - 23 March, 2023



**VISIT TO LVIV POLYTECHNIC NATIONAL UNIVERSITY**

# Conference on Economics & Management

Our colleagues represent MVSO at numerous international conferences. In March, Ing. Jaroslav Škrabal and Ing. Richard Šmilňák, MBA attended the 7th International Scientific Conference on Economics & Management in Ljubljana.

Their conference papers focused on healthcare expenditure and its impact on economy.

23 March, 2023



CONFERENCE ON ECONOMICS & MANAGEMENT IN LJUBLJANA

# Utena University of Applied Sciences

We are happy for the opportunity to further develop our partnership with Utena University of Applied Sciences in Lithuania.

During a visit of MVSO staff in Utena, a memorandum of understanding between our institutions was signed. We are looking forward to welcoming their academics who will teach MVSO students during our International Week in April.

21 - 23 March, 2023



**COOPERATION WITH THE UTENA UNIVERSITY OF APPLIED SCIENCES**

# University of Economics in Bratislava

University of Economics in Bratislava is one of the prestigious partners of MVSO. Our rector, Ing. Štefan Kolumber, Ph.D. and the manager of the Department of Entrepreneurship, assoc. prof. Jindra Peterková, Ph.D., visited it in March.

During the visit, a memorandum of understanding was signed. It underlines our mutual commitment to collaboration in the areas of research, projects and joint publications.

23 - 24 March, 2023



**VISIT TO THE UNIVERSITY OF ECONOMICS IN BRATISLAVA**

# 8th MVSO International Week

Our 8th International Week was filled with lectures and presentations by academics from our partner universities.

MVSO students gained an opportunity to meet the international Erasmus+ students, experience seminars in English, get new contacts for their future career, as well as acquire new intercultural skills.

24 - 28 April, 2023



8th MVSO INTERNATIONAL WEEK

# Spring Party

During the 2023 International Week, our Spring Party was a great success. We are glad that so many of you joined us, had a great time. MVSO and international students met our international guests from partner universities. They enjoyed a varied programme, such as a quiz show, Turkish music or Viennese waltz together.

26 April, 2023



SPRING PARTY

# Central European Academic Initiative

Academic cooperation, sharing of know-how, discussion of excellences and project cooperation were the main topics of the Central European Academic Initiative.

Experts from several European universities and organisations were present at MVSO. The event initiated the preparations of application for an extensive international project.

27 April, 2023



**CENTRAL EUROPEAN ACADEMIC INITIATIVE**

# Dokuz Eylül University in Turkey

Moravian Business College Olomouc representatives participated in the already 16th International Week of Dokuz Eylül University in Izmir, Turkey, which is one of our Erasmus+ partner institutions. We also focused on preparations of the application for the "Partnership for Excellence - Centres of Vocational Excellence" project.

Moreover, we have learnt a lot about Turkish culture, which helps us to enhance our services for the incoming Turkish students.

8 - 12 May, 2023



**MVSO DELEGATION AT DOKUZ EYLÜL UNIVERSITY IN TURKEY**

# Telemedicine Mission to Israel

Moravian Business College Olomouc Czech-Israeli Innovation and Partnership Centre organised a telemedicine mission. Representatives of the Moravian-Silesian Region visited prestigious medical centres in Israel.

Tomáš Jelínek, Ph.D., the manager of the Healthcare Innovations Department of MVSO, was the leader of the mission, which was held in cooperation with the Czech-Israeli Mutual Chamber of Commerce.

15 - 19 May, 2023



**TELEMEDICINE MISSION TO ISRAEL**

# Maharal Institute

The first year of the education programme, which is run by MVSO in cooperation with the Maharal Institute in Prague, was concluded by a pleasant afternoon spent together.

The students took various courses and lectures throughout the year. The purpose of the meeting was to discuss the Jewish culture, values and opportunities for further cross-cultural cooperation. We are already preparing for the next year of the programme, which will begin in autumn.

28 May, 2023



**COOPERATION WITH MAHARAL INSTITUTE CONTINUES**

# Visit of Sakarya University Representatives

We welcomed the International Office representatives of Sakarya University, which is one of our Erasmus+ partner universities in Turkey.

During the visit, we discussed our further cooperation in the areas of student mobilities and international projects.

We have also exchanged information on personal data storage of students and staff and other education-related practical issues.

29 May, 2023



**VISIT OF SAKARYA UNIVERSITY REPRESENTATIVES**

# Zhejiang Financial College Delegation

Moravian Business College Olomouc welcomed a visit from the esteemed Zhejiang Financial College. We have followed up to the last year's participation of the MVSO Vice-rector for Strategic Partnership in a Czech-Chinese think-tank facilitated by the Czech-Slovak-Chinese Chamber.

We discussed, among others, our cooperation in the area of vocational education, which Zhejiang Financial College is extensively involved in and which is currently also a priority for MVSO.

2 June, 2023



**ZHEJIANG FINANCIAL COLLEGE DELEGATION AT MVSO**

# NICE Network Annual Meeting in Izmir

The 32nd NICE Network annual meeting of higher education institutions focusing on business education took place in Izmir this year. MVSO was represented by Mgr. Jitka Lidaříková, the Vice-rector for Strategic Partnership.

During the meeting, the Vice-rector informed our international partners about the development of our international activities. The main topics of further discussions included the impact of AI on education and the recently submitted Partnership for Excellence project.

15 - 19 June, 2023



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**WE LOOK FORWARD TO WELCOMING YOU AT MVSO!**