

For an International Education



CELEBRATING 20 YEARS #PCU20YEARS CELEB

PRAGUECITYUNIVERSITY

At PCU, we offer a student-centred international environment that prioritises students' needs and encourages innovative thinking for the future.

We are comprised of four schools: Art & Design, Business, Education, and Media & IT. These schools offer a variety of programmes at the Foundation, Bachelor's, and Master's levels, along with various professional qualifications.

Our diverse community made up of over 70 nationalities, sparks debate, research and creative collaborations as well as friendships, that generate fresh perspectives and ideas.

We go beyond traditional teaching and offer a holistic learning experience that reaches beyond the classroom, recognising that education is a journey of personal growth and transformation.

Our objective is to support and celebrate each individual's uniqueness, helping them realise their potential and empowering them to achieve their goals and make a difference in the world.

PC U

School of Media&IT

MSC COMPUTING

BSC (HONS) COMPUTING

BA (HONS) CREATIVE MEDIA
PRODUCTION

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 Education

BACHELOR'S IN EDUCATION: TEACHING
ENGLISH AS A FOREIGN LANGUAGE

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 ACCOUNTANCY EXAM
PREPARATION

CIMA ACCOUNTANCY EXAM
PREPARATION

20 Years of PCU

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 also offer Czech-accredited programmes.

Our goal is to deliver a student-centered education that accentuates experiential learning, equipping our graduates with the necessary skills for successful careers.

We strive to provide outstanding opportunities both during studies and after graduation, based on our educational values and approach to learning.

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 FOUNDATION,
BACHELOR'S, MASTER'S AND PROFESSIONAL QUALIFICATIONS

EXCELLENT FACILITIES, RESOURCES AND ACCOMMODATION

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

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



“

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

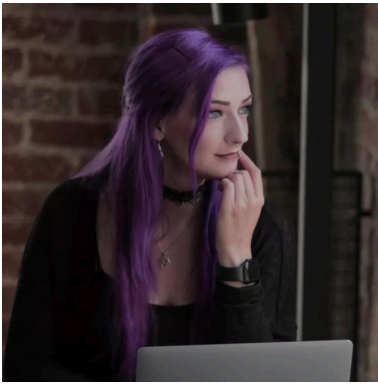
MSc Computing graduate
and Test Engineer at Tricentis, Prague

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.

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

Many programmes include working professionals who bring their real-world knowledge 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.



“

My Master's in Future Design has 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

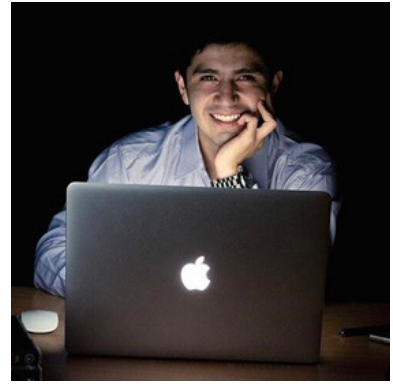
MA Future Design graduate
AI Designer for Seyhan Lee, USA

“

I'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. Founder & General Partner of Czech Founders VC and Investor

In 2011, two years after graduating, Vit founded Brand Embassy, which grew into a significant global player. In 2019, the company was acquired by Israeli customer care giant NICE inContact. This was his second start-up, the first being Inspiro, which was acquired by global Advertising Agency, Publicis.



“

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
DevOps Engineer — Vice President at Barclays Investment Bank, United Kingdom



“

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
Early Childhood Educator
Pan American School, Costa Rica



“

PCU was very different from my previous theory-based education. The programme had 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 even managed to secure internships with local media organisations and an arts festival, which allowed me to gain a lot of valuable knowledge and work experience.

Xenia Teniakova, Russia
BA (Hons) Creative Media
Production graduate
Freelance Videographer, Czech Republic



“

I find my programme challenging, which I enjoy, as it exposes my weak areas and allows me to focus and enhance my skills and knowledge. We are studying international finance so we look at markets in China, Africa and Europe. This gives me an idea as to what type of environment to expect if I work within or across those regions. I have already spoken with SAP & ExxonMobil recruiters at PCU's Career Fair who offer opportunities for graduates. I hope to get an opportunity to work when I finish my studies next summer.

Juan Jose Navarro Trujillo, United Arab Emirates
BA (Hons) International Finance & Business Accounting student

“

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 Vice President of Transformation at FWD Insurance Hong Kong SAR



A City University

Prague City University is located in and inspired by one of Europe's great capital cities. In our 20th anniversary year, we will embark on another exciting phase of development with the opening of a custom-designed main campus in the creative district of Pragovka.

Pragovka Campus

In our 20th year, we begin our most ambitious project yet, as we take residency at our new campus in the fully-reconstructed E-Factory. For several years we've had a dedicated studio space for MA Fine Art students there so we look forward to consolidating the schools and programmes into this custom-built campus.

The Pragovka Art District is a transformative project that features historically significant industrial buildings converted into sustainable, energy efficient studios, start-ups, incubators and traditional office and classroom spaces. These will sit alongside newly built housing connected by green, public-friendly open spaces. The E Factory - built between 1930–1933 by architect Josef Kalous - is the beating heart of Pragovka and is the main entry point to the district.

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.

The district has actively pursued a rich tenancy mix to grow a collaborative and creative community. As the sole education partner in the project, PCU is central to the developer's vision of art studios and professional businesses. The aim is to create synergy through information exchange, shared resources and a rich programme of activities and events, alongside essential retail such as restaurants, bars, cafes and groceries. In the near future, the district will also include a Student Housing development just 20 metres from the campus front door, and many apartment developments in the nearby environs.



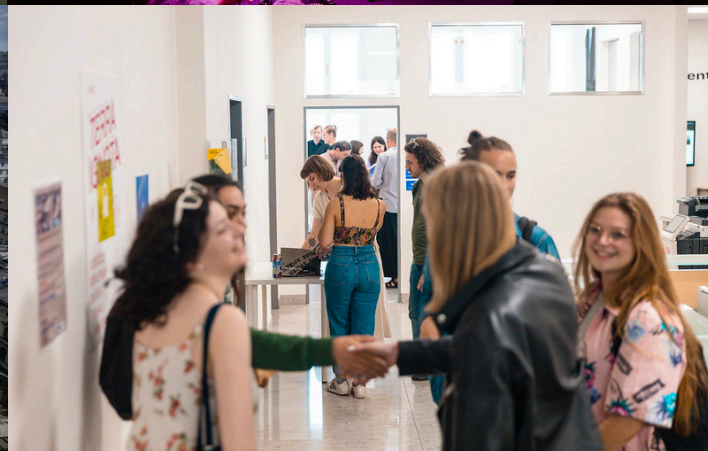
City Centre Campus

PCU's City Centre Campus is in the centre of Prague, within the Hybernská Centrum building, directly opposite the Masaryk railway station and Náměstí Republiky metro line. The campus is located in a dynamic business quarter that is undergoing swift urban development and renewal.

At its heart is Masaryčka, a prestigious new building designed by the renowned Iraqi-British architect Zaha Hadid, before her death. The district houses global businesses alongside public-friendly green spaces, numerous cafes, hotels, restaurants, study spaces and galleries surrounding the railway station.

Our campus features tall ceilings, wide corridors and classrooms that are spacious, well-ventilated and bright. The prime location is beneficial for working students and allows us to be closer to our industry partners.

We make full use of our location and facilities by organising and hosting alumni gatherings, public conferences and industry events.



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City Living

Living in a capital city is an exciting prospect, and we appreciate the need to feel secure and comfortable. That's why we cooperate with trusted student residence providers who offer a wide range of quality accommodation in central locations. We help facilitate the process 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 for many years. The 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 through connections with other providers and associations for independent living in central locations.



The Heart of Central Europe



The Czech Republic is in the geographical heart of Europe giving students outstanding opportunities for regional and international travel over weekends and holidays. We take advantage of this central location and undertake co-curricular and extracurricular activities, 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 and connect more deeply with their home. These activities and engagement bring our community closer together.

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 to the world beyond the university campus to further enrich the tapestry of Prague's cultural and educational activities, and to benefit its community.

Many students choose to be involved with events and projects offered by our professional partners from film, street, and theatre festivals to fundraising efforts for local charities and organisations.

Their unique skills are employed 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 and contribute to the city and community in which we are based.



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 HR recruiters directly into contact with students at events such as our Career Fair. Many of them offer internships or employment opportunities and business leaders also visit the university regularly to speak directly to our students.

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

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 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 supported by educational and governmental grants and several faculty are members of the editorial boards of international journals regularly indexed in Scopus and Web of Science (WoS) databases.

Students benefit 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 studies, workplaces and careers.

Joint Research Seminar Series

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

Publications

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



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 since 2021, the School of Business faculty has developed and delivered a customized business skills programme in Czech for long-term unemployed people.

Future of Art and Design

The faculty members of the School of Art & Design took part in a seminar organized by students to talk about the future of Art & Design in Central Europe after the pandemic. The panelists included not only teachers but also respected art professionals who work and exhibit their artwork in Europe and other countries.

Teaching English as a second language

The School of Education conducts research into Teaching English as a second language under the framework of various programmes such as GAČR (the Czech Science Foundation), EU structural programmes and programmes for further education run by the Ministry of Education, Youth and Sports (MŠMT) which can be found on their website.



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.

CRIS is divided into four research and development units that align with the faculties of PCU: the School of Business, the School of Art & Design, the School of Media & IT, and the School of Education. Each unit has a designated research lead selected by the Faculty to oversee and coordinate research efforts. These leads are responsible for organising collaborative projects between schools and external partners in various areas such as conferences, publications, and other activities.

Education Beyond the Classroom

PCU introduces students to additional areas of study, research and support for their personal and professional interests. Furthermore, PCU's expanding international network of professional and academic partners ensures that students have ample opportunity to partake in study abroad and work experiences.

Student Associations and Societies

Students can participate in PCU's Student Council, or other student-run societies such as the film, music and gaming societies, or set up their own.

Student Ambassadors

Students can develop their leadership skills by taking on an ambassador role within the university, as for example a digital content creator or a student representative working with prospective PCU students.



The City as a Classroom

PCU offers a free course on Prague architecture including guided tours of the city. This course not only familiarises students with Prague but also highlights the city's development through its remaining buildings, streets and fortifications. Moreover, students gain knowledge about different architectural styles and decorative elements that represent specific time periods. They also discover fascinating stories about influential figures from the past who have played a significant role in shaping this incredibly vibrant city.

Research Opportunities

PCU's Schools encourage faculty and student research, collaboration and discussion, the best of which is published in the Centre for Research and

Interdisciplinary Studies (CRIS) bulletin. In addition, students and faculty work with a broad range of universities on research work, international conferences and seminars.

Business Plus

Our university, a member of professional associations and international Chambers of Commerce in the Czech Republic, selects students to participate in business briefings, working committees, presentations and other events. Students at both Master's and Bachelor's level have enjoyed the opportunity to network and learn directly from leaders.

Education Partners

As a participating Erasmus+ university and with a global network of education partners, there are possibilities for students to take a short course or spend a semester abroad. PCU lecturers also undertake academic mobility experiences in partner universities and institutions, bringing back fresh perspectives to share with students and new ideas for Faculty research. In turn, our partners bring their students and faculty to PCU for lectures, workshops and summer programmes.

Professional Partners

Our extensive professional network provides students with numerous work and internship opportunities. Furthermore, partners are invited to conduct professional workshops or appear as guest speakers. Partners have also offered short term roles to students who wish to assist and work in professional roles at local theatre, art and film festivals. Additionally, students work on case study assignments for major corporations such as Coca-Cola and have the opportunity to present their results and findings to management.

Living Futures

Living Futures is our long-term initiative to build awareness of the most important challenges affecting humanity, and our personal roles in shaping society in the future. The activities and initiatives of Living Futures draw inspiration from our core values to inspire action that supports a socially just, ecologically sustainable and culturally rich society. This manifests through an annual theme which is selected each year by faculty and staff based on current world events and issues.



Support Services

Students are supported throughout their academic journey. It starts with a dedicated Admissions Advisor who helps guide applicants through their enrollment, including finding accommodation and applying for a visa if necessary. Once at PCU, students have a dedicated Student Support Advisor for guidance and mentoring as part of our wellbeing programme.



Student Services organise Welcome Days 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.

PCU offers a wide range of student-led societies, such as the Student Council, International Students Association, Sports Club, Photography Club, Fashion Society, Clay Society and more. These societies are highly active and regularly host events both on campus and off-campus.

The university is a welcoming community that embraces everyone, regardless of their race, religion, sexual orientation, or background. We also assist students who have particular requirements or concerns by connecting them with external organisations that offer assistance and resources.

As part of this commitment, we offer well-being events on-campus as well as free professional psychological counselling through our partnership with City Practice, a local independent service provider.

“

PCU is family, you are not just a number, you are known by your name. The staff and lecturers are really kind and they check in to see how I am. I've joined many of the clubs and societies and appreciate the mental health support and yoga programme. I've become so involved that I've made friends from all around the world. PCU doesn't want you to just study and go for exams, they really want you to live your life to the fullest.

Agáta Tvrdíková, Czech Republic

Bachelor's in Education: Teaching English as a Foreign Language student



Career Support

Our students are encouraged to mix with professional organisations and business leaders who not only provide real-life project briefs in the classroom, but also share their wisdom through the Schools' lecture series.

In addition, PCU hosts an annual Career Fair, 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.



“

PCU helped me with networking and looking for a job. After graduating from my Bachelor's, I was able to secure a job in SAP's Global Finance Rotation Programme where I work across different departments within SAP to fully explore finance, while at the same time I'm pursuing my Master's degree.

Arulan Reddy,
United Arab Emirates
 BA (Hons) International Finance
 and Business Accounting graduate,
 MSc International Management
 student and Finance Associate
 at SAP, 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 Vysoká Škola Ekonomická 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. Many graduates have also taken the entrepreneurial route running successful businesses in IT, hospitality, finance, marketing, cultural and technology sectors.

Some of the companies where our graduates work 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 future-oriented 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.



← Download
School of Art &
Design brochure



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

Visiting Artist Lecture Series (VALS)

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 is 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. It is often their springboard into professional practice.

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

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

Our academic team has 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 through distance learning for working professionals allowing for maximum flexibility when combining work with study. In addition, we are certified providers for teaching and exam preparation for both ACCA and CIMA accountancy qualifications.

Our students enjoy a multicultural and multidisciplinary environment and some are small business owners or 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

Our Speaker Series features outstanding local and international leaders from business, economics, politics and more. Lectures are designed to highlight and support key concepts from the programmes. Even more importantly, students have the opportunity to engage with speakers who offer inspiration and motivation for dissertations and 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 career opportunities.

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.

Areas of Research include Sustainable Development Goals, 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, Corporate Social Responsibilities 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**

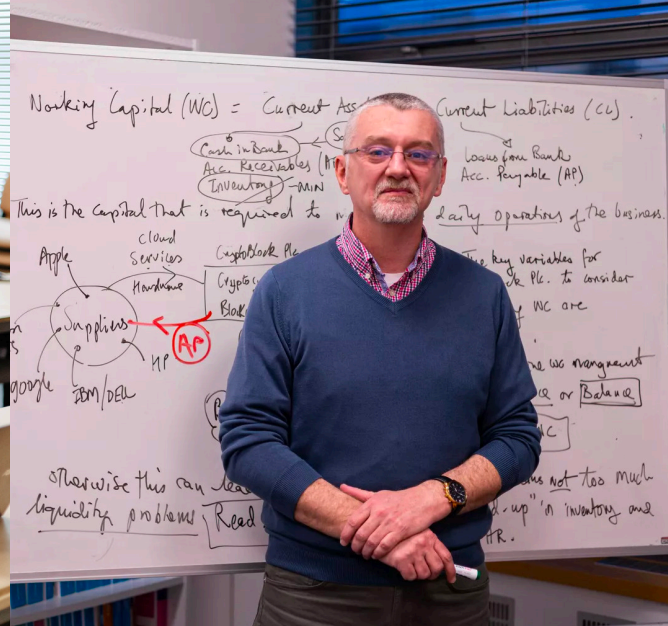
FOUNDATION DIPLOMA IN BUSINESS

**ACCA ACCOUNTANCY EXAM
PREPARATION**

**CIMA ACCOUNTANCY EXAM
PREPARATION**



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School of Business
brochure**



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 in a modern, lively and effective way. The programme, also available in blended

format (kombinované studium), 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 learn 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 inside and outside 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 and host an annual teaching English conference — 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:

BACHELOR'S IN EDUCATION: TEACHING ENGLISH AS A FOREIGN LANGUAGE

PROFESSIONAL QUALIFICATION FOR TEACHING ENGLISH IN CZECH SECONDARY SCHOOLS



← Download
School of
Education
brochure



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 skills 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. At the Bachelor's level, students can choose to specialize and focus on Cybersecurity or Multimedia.

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.

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, ensuring students gain independence and experience.

Media Innovation Technology Series

The Media Innovation Technology Series (MITS) introduces students and the general public as to what is possible and probable when applying innovation. We handpick guest speakers from multiple disciplines and industries that share the common goal of innovation and creativity. 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.

Creative Media Production Graduate Show

The end of the spring semester is the opportunity for final year CMP students to showcase 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 of the event with the help of lecturers and the university. The screenings are open to families, friends and the general public and give graduating students the opportunity to see their work on the big screen for the first time.



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

Programmes we offer:

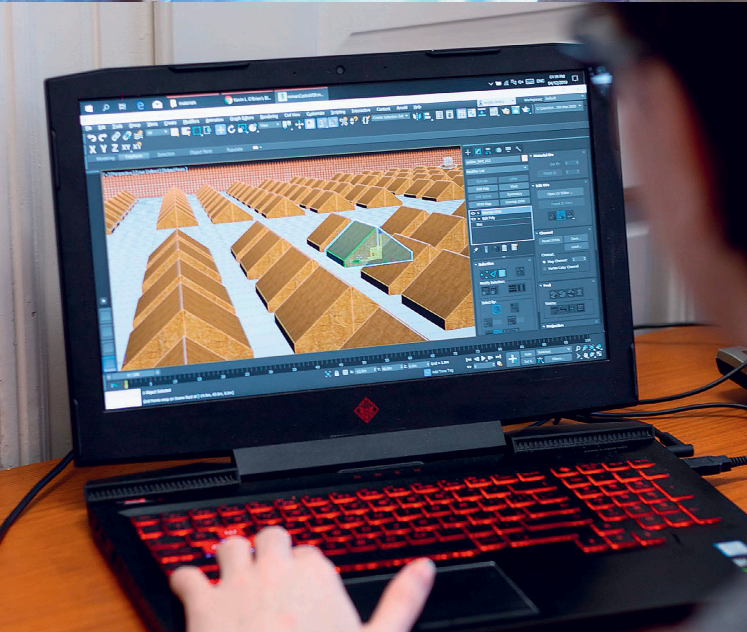
MSC COMPUTING

BSC (HONS) COMPUTING

BA (HONS) CREATIVE MEDIA PRODUCTION



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School of Media
& IT brochure**



The Digital Campus & Distance Learning Programmes



PCU has 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 these programmes and professional level qualifications online for over a decade. 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 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.

The digital campus also facilitates guest lectures that can be delivered by specialists from all over the globe.

Strategic Partnerships

Teesside University

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 programmes. 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. These programmes adhere to the same quality assurance processes and regulations for delivery and assessment as those at 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 initiatives.



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 Director of the International Office, Prague City University, George Allen Dean, School of Art & Design, Prague City University, Hon. Prof. Stefano Cavagnetto, Ph.D. Dean, PCU School of Business & and Honorary Professor of Teesside University, Prague City University, Mgr. Veronika Douchova, Ph.D. Dean, School of Media & IT, Prague City University, Dr Warren Harrison Pro Vice-Chancellor (International), Teesside University

Accreditation in the Czech Republic

In 2021, we introduced our School of Education, offering a Czech Bachelor's degree. The programme is accredited by the Ministry of Education, Youth and Sports (MŠMT).

Education Partners

We are committed to developing and expanding our network of close educational partners to provide opportunities for study exchange at PCU and vice versa. Participation in the Erasmus+ programme, for example, is integral to the realisation of this aim.

In addition, by developing high quality international partnerships, PCU can facilitate teacher training, staff mobility, joint research projects and publications.

PCU is also a member of the Council of International Schools (CIS), an organisation which connects us to like-minded universities and high schools across the globe. Participation keeps our staff and lecturers up to date on current sector issues, and the opportunity to share best practice in helping our students successfully transition from high school to university.

Admissions & Entry Requirements

You will have a dedicated Admissions Advisor to assist you. Whether it's an in-person or online meeting, they will provide guidance all through your application process.

When you are ready to apply, your admission can be completed online, including the submission of supporting documents. There is **no application fee** nor entrance examination.

Once your documents have been reviewed and approved by the Admissions Team, you will be invited for a final interview with your Programme Leader either in person, or online. This interview allows us to further assess your suitability and gives you greater insight into your programme.

When to apply

We have a rolling admission policy. This means that if you are successful in your application and a place is available on your chosen programme, an offer will be made to you! This means you usually know the result within 1 to 2 weeks from the time of application.

We have recommended deadlines to guarantee your place and preferred start semester, and these differ depending on whether or not you need a visa to study with us. The earlier you submit your application to study, the more benefits there are. As our class sizes and groups are small and generally fill up early, we encourage you to apply as early as possible and pay attention to the deadlines.

Entry Requirements

	Foundation Diploma Applicants	Bachelor's Degree Applicants	Master's Degree Applicants
Confirmation of previous education	YES, High School Diploma.	YES, High School Diploma.	YES, Bachelor's Degree.
Confirmation of English level upon entry. <i>Certificates other than IELTS can be accepted.</i>	YES, IELTS certificate with score 5.0 or above.	YES, IELTS certificate with score 5.5 or 6.0 (programme dependent).	YES, IELTS certificate with score 6.0 or above.
Letter of motivation	YES, 300 words minimum	YES, 300 words minimum	YES, 500 words minimum and can include a research proposal
Portfolio - School of Art & Design & Creative Media Production programmes only.	NO, examples of creative / artistic work are sufficient, they do not need to be curated.	YES, applicants must meet stipulated requirements and are expected to curate their portfolio.	YES, applicants must meet stipulated requirements and are expected to curate their portfolio.
Final interview	YES	YES	YES
Curriculum vitae	NO	Optional for full-time applicants. Required for Distance Learning applicants.	YES
Two recommendation letters from either university or an employer	NO	NO	YES

If your original documents are not in the English language, we ask you to submit the original accompanied with a notarized English translation.

For applicants to British-accredited programmes we do not require your documents (high school diploma or Bachelor's degree) to be legalized by the Czech authorities in the process known as nostrification.

Scholarships and Financing

Applicants for **full-time or distance 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 programme.

The **Academic Excellence Scholarship** is for outstanding academic achievement and/or engagement in an academic context. We also offer an **Academic Excellence Graduate Scholarship** which is awarded to all PCU Bachelor's degree graduates who decide to continue onto a Master's degree with us.

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

The **Professional Excellence and Social Entrepreneurship Award for Distance 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 recognised.

The Dean's Fellowship Award

Newly introduced for 2024, the Dean of each School will be able to nominate exceptional applicants to receive this prestigious award. Covering 50% of recipients' tuition fees, they will have the opportunity to fully immerse themselves into the School taking part in different activities appropriate to their field and level of study.

Support for local students

We have a special fund to support students coming from Czech-language and Slovak-language secondary schools and universities to help ensure attaining a degree at PCU is achievable. Applicants to the School of Education may also be eligible for a grant.

In addition, PCU has supported Ukrainian students under temporary protection in the Czech Republic to continue or start their studies.

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 the tuition. Please get in touch with our Admissions Team to inquire about your eligibility according to your workplace organisation.

Bursary for Professional students

If you are employed by a company which agrees to contribute towards your distance or postgraduate studies, Prague City University will match a contribution from your employer, up to 20% 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	93,000 CZK per semester	€ 3,900 per semester
BA (Hons) Graphic Design BA (Hons) Fine Art Experimental Media	6 semesters, 3 years	115,000 CZK per semester	€ 4,800 per semester
MA Future Design (Standard) MA Fine Art	4 semesters, 2 years	90,000 CZK per semester	€ 3,675 per semester
MA Future Design (Intensive)	3 semesters, 18 months	120,000 CZK per semester	€ 4,900 per semester

School of Business

Programme	Programme Length	Semester Tuition in CZK	Semester Tuition in Euro
Foundation Diploma in Business	2 semesters, 1 year	93,000 CZK per semester	€ 3,900 per semester
BA (Hons) International Management BA (Hons) International Finance & Business Accounting	6 semesters, 3 years	115,000 CZK per semester	€ 4,800 per semester
BA (Hons) International Management (Distance)* BA (Hons) International Finance & Business Accounting (Distance)*	8 semesters, 3 years	86,250 CZK* per semester	€ 3,600 per semester
MSc International Management (Standard)	4 semesters + dissertation, 24–30 months	90,000 CZK per semester	€ 3,675 per semester
MSc International Management (Intensive) MSc Leadership and Strategic Management	3 semesters, 12–18 months	120,000 CZK per semester	€ 4,900 per semester

ACCA and CIMA prices are dependent on the level of exam tuition required. PCU students are able to register for the CIMA Finance Leadership programme at a discounted fee of 15,000 CZK. Contact us for details.

* Third year entrants only, study 2 semesters, 1 year so the cost is 115,000 CZK (€ 4,800) per semester.

School of Education

Programme	Programme Length	Semester Tuition in CZK	Semester Tuition in Euro
Bachelor's in Education: Teaching English as a Foreign Language	6 semesters, 3 years	106,000 CZK per semester	€ 4,400 per semester

Tuition fee for Bachelor's in Education (blended) is 35,500 CZK per semester for the first 20 Czech or Slovak students. Tuition fee for Bachelor's in Education (full-time) is 40,000 CZK per semester for the first 20 Czech or Slovak students.

School of Media&IT

Programme	Programme Length	Semester Tuition in CZK	Semester Tuition in Euro
BA (Hons) Creative Media Production BSc (Hons) Computing	6 semesters, 3 years	115,000 CZK per semester	€ 4,800 per semester
MSc Computing (Standard)	4 semesters, 2 years	90,000 CZK per semester	€ 3,675 per semester
MSc Computing (Intensive)	3 semesters, 12–18 months	120,000 CZK per semester	€ 4,900 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 **£ 800** 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 2024**, and are subject to change. Tuition is charged in Czech crowns (CZK). Payment in other currencies 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

Pragovka Campus

Kolbenova 923/34a, Prague 9, 190 00
Czech Republic

Bishop's Court Studios

Biskupský dvůr 6, Prague 1, 110 00
Czech Republic

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