

Department
of School
of Media
& Technology

MSc Computing
BSc (Hons) Computing
BA (Hons) Creative Media Production
Professional Diplomas

PRAGUECITYUNIVERSITY

School
of
Media &
IT

PRAGUECITY**UNIVERSITY**

Mgr. Veronika Douchová, Ph.D.

Dean of School of Media & IT



In the School of Media & IT, 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. They also develop the skills to explain complex technologies and solutions to the wider world alongside the ability to work effectively in 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 specialise 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, with the lecturers there to guide, inspire, and facilitate project work, allowing students to gain valuable independence and experience for themselves. Students work to international media & IT industry standards and practices, learning how to analyse and think critically and professionally.

The School of Media & IT is developing into one of the most innovative faculties in the country. In cooperation with the Fine Art Department in the School of Art and Design, students have worked on programming and 3D visualisation for a number of projects including UndergroundCity XXI. The European Commission-funded programme brought Prague College (now PCU) together with teams from Austria, Croatia and France to develop a 3D virtual environment that was distributed over the internet to provide a platform for real-time virtual collaboration.

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

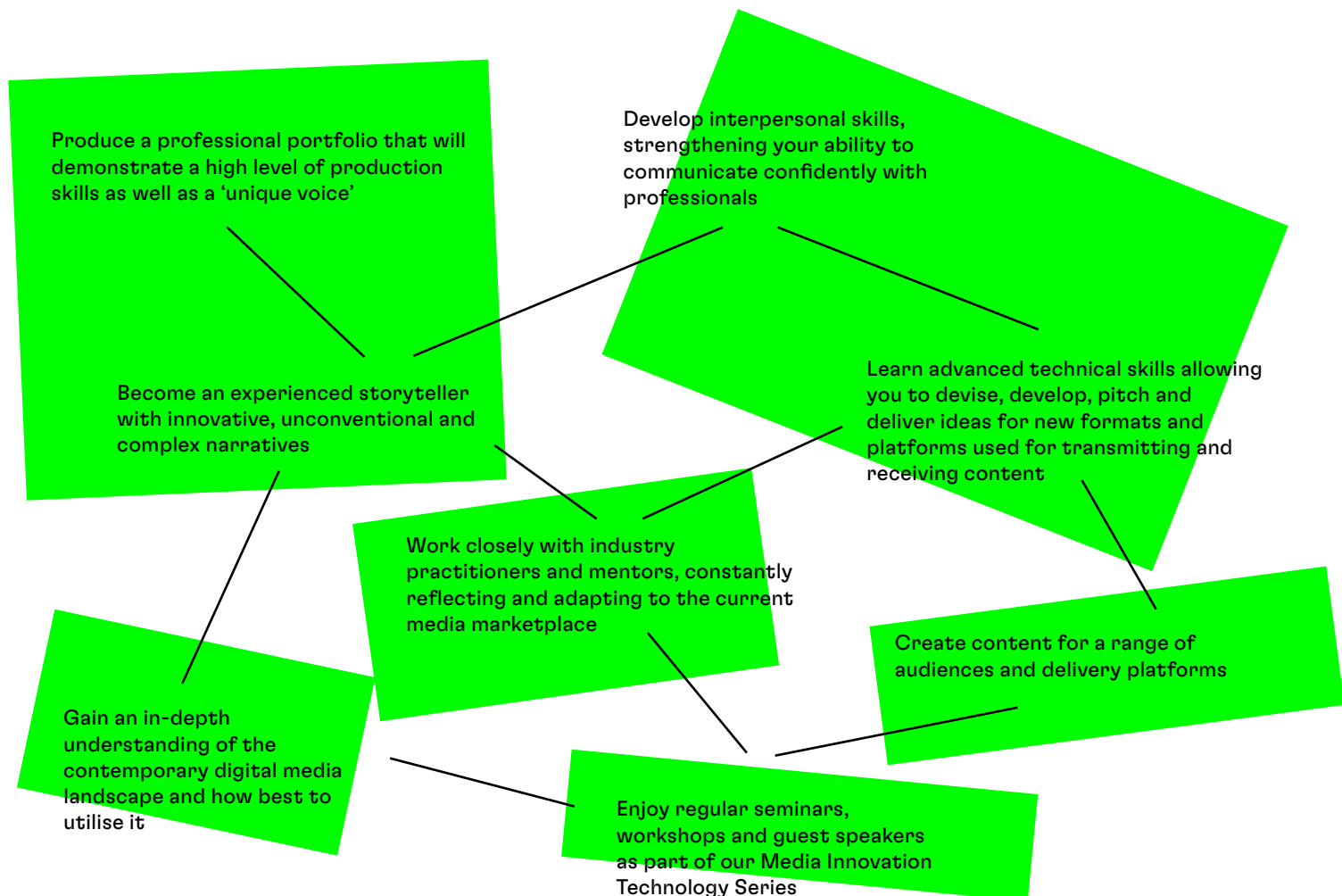
The end of the spring semester is the opportunity for final year students to show their work in a public setting. This is the highlight for all students in the programme, with screenings of short films, videos and documentaries in one of Prague's renowned art cinemas. The goal is to celebrate students' 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. Screenings are open to families, friends and the general public, with a special invitation to those who are interested in studying with us and would like to see what the School of Media and IT can offer them.

BA (Hons) Creative Media Production

3 years
Start in September

Our Bachelor's programme is a progressive and contemporary degree that offers students all the knowledge and skills required to be original creators of innovative digital media content, across a fast-developing range of platforms.



Developed in consultation with industry, this innovative and exciting programme addresses all facets of media production through assignments that consistently reinforce theory and apply it to 'real-world' projects. Central to its core is the combination of technical skills, creative thinking and social awareness with an emphasis on storytelling, enabling students to confidently graduate as a media specialist and practitioner.

With a growing demand for content creators and professionals who understand the digital landscape, students learn how to create audience-engaging digital experiences across all platforms. Additionally, they explore media from multiple perspectives – the cultural, social and political contexts, ensuring socially aware graduates who assess the implications

of their 'unique voice' and their ability to create positive social change through the media they produce.

Throughout the programme students are challenged by external clients who set briefs, budgets and project outlines that must be met and delivered on-time, imitating 'real-world' project experience. This instills confidence in students to assume the role of a professional content creator and developer across a spectrum of roles in social media marketing, trans media, arts administration, video production, editor, producer, production manager, commissioning editor, radio producer, researcher, script-writer, sound designer, journalist, blogger, content creator and campaign producer.

YEAR 1

- Writing Narrative Plot & Character
- Visual Storytelling
- Studio Practice and Pre-production
- Post Production Skills
- Media & Cultural Theory
- Documentary Production

YEAR 2

- Storytelling for Emerging Platforms
- Media Trends and Distribution
- Media Production
- Socially Engaged Practice
- Audio Production Skills
- Directing Actors

YEAR 3

- Professional Practice Portfolio
- Marketing and Identity
- Client Project Production
- Major Project Development
- Major Project Production



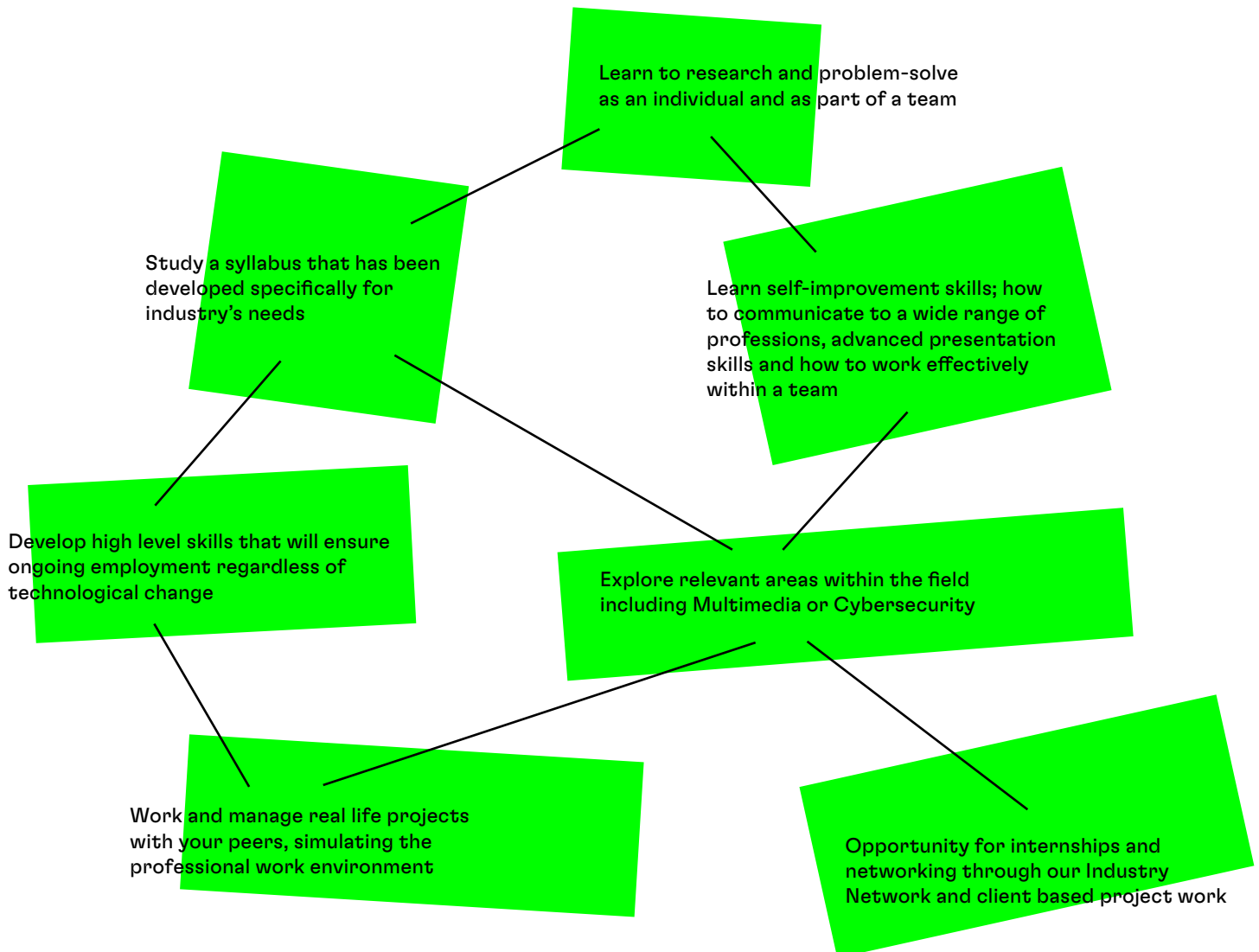
PCU was very different from my previous theory-based education. The programme had great practical project-based assignments and the lecturers are working professionals, so it opened up opportunities for me to make connections and get into the industry.

Xenia Teniakova,
Russia

BSc (Hons) Computing

3 years
Start in September

Our programme is continuously assessed and developed to address the needs of business, with additional insight sought from our alumni that work across major global and local corporations. This ensures that graduates have excellent job prospects, regardless of how the technical requirements of their field change over time.



YEAR 1

- Networks and Systems Administration
- Mathematics for Computing
- Systems Design and Databases
- Algorithms and Data Structures
- Programming Fundamentals
- Web Design and Development

YEAR 2

- Relational and NoSQL Databases
- Symbolic Computation
- Java Programming
- Network Architecture and Security or 3D Computer Graphics

YEAR 3

- Web Application Architecture and Development
- Design Patterns in Java
- Artificial Intelligence
- Computing Project
- Cybersecurity and IS Management or Real-time Application and Game Creation

Global Blended
format available
See page 16

As a result of close collaboration with business and small class sizes, we are able to identify, respond and incorporate core skills into the programme. Students experience a unique approach to study and learning which combines knowledge and skills with a strong emphasis on communication, teamwork and problem-solving.

There are two specialist options available: **multimedia** or **cybersecurity**, chosen to reflect the specifics of the current marketplace. By choosing the multimedia pathway, graduates can go on to careers as game developers, for example, whereas those who follow

the cybersecurity pathway can expect to be in high demand, as corporations in the finance sector, amongst other organisations, are continuously looking for cybersecurity experts.

Students also learn about corporate business and IT alignment, giving them insight into the various roles and functions within large developer teams, while at the same time receiving instruction on the steps required for complete application development and implementation. This also includes interface design and back-end maintenance requirements.



The relationship between lecturers and students is closer than what you get in larger universities so you can solve your questions in a more personal way and address topics outside of the curriculum that can help you in your career.

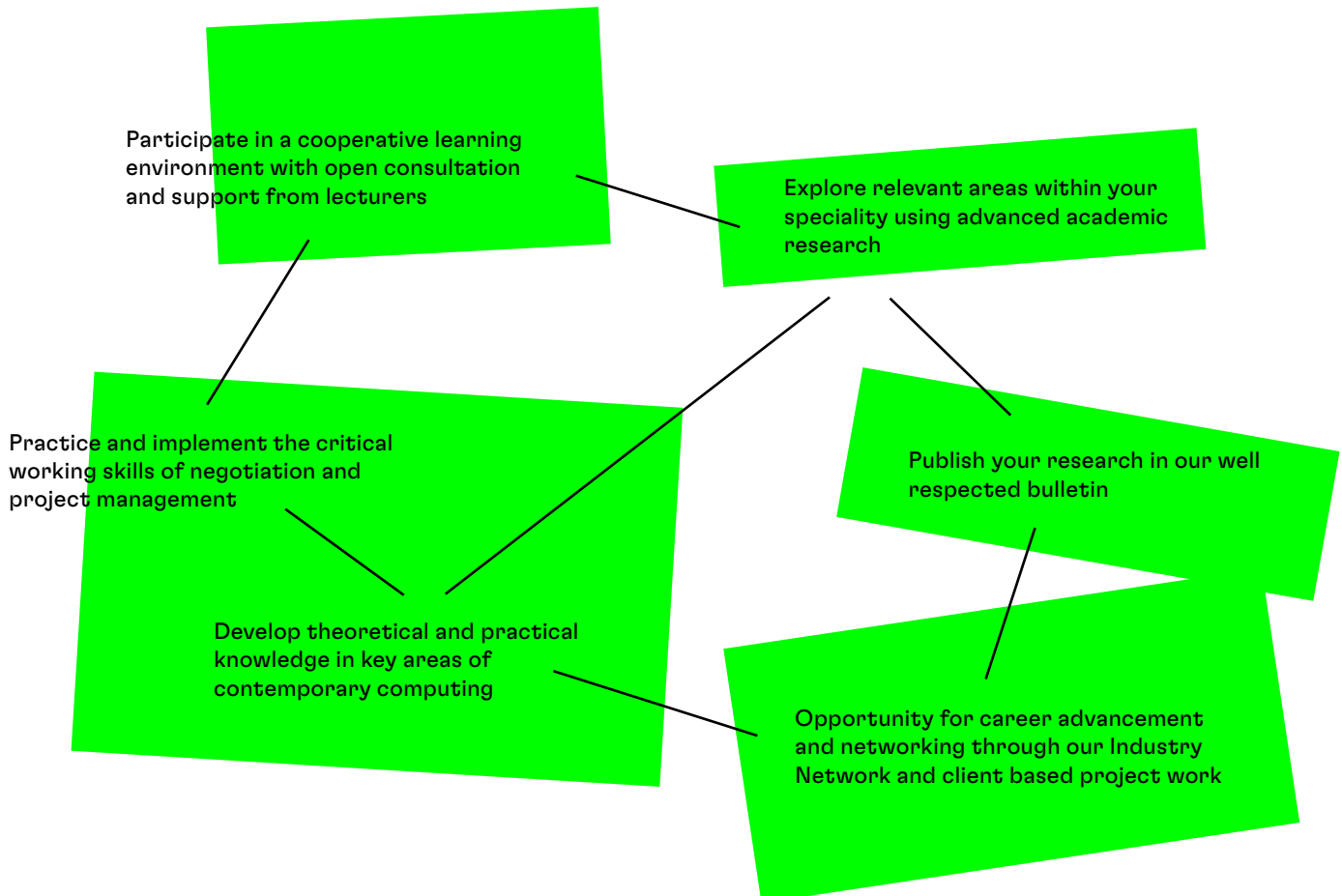
Artem Ayrapetov

MSc Computing

This industry-relevant programme helps students develop an intellectual ability for abstract analysis and synthesis, allowing them to make reasoned, critical decisions for selecting or implementing appropriate computer-based solutions. Successful graduates are well-prepared to make an immediate contribution to major projects at the leading edge of computer applications.

12-15
months Intensive
Format

24-27
months Standard
Format





AUTUMN SEMESTER *

- Mobile Systems and Cybersecurity
- Project Management Philosophies and Tools
- Data Analytics

SPRING SEMESTER*

- Systems Administration and Security
- Machine Learning
- Research Methods

SEMESTER 3*

- Computing Masters Project & Dissertation

*Intensive Format option. Modules in standard format are spread over four semesters + dissertation.

Global Blended format available See page 16

The programme offers a highly experiential approach to learning underpinned by activities including practical projects, fieldwork, live projects, business simulations and case studies. Students have contact to industry via regular guest lectures as well as the MITS lecture series and cross-schools lectures from the School of Business and School of Art & Design. Students enjoy unprecedented access to an outstanding group of lecturers who deliver relevant research-based teaching, feedback, consultation and support.

Students develop a deep knowledge at the forefront of computing, as well as an intellectual ability for abstract analysis and synthesis, assisting

them in making reasoned, critical decisions for selecting or implementing appropriate computer-based solutions. Upon completion graduates have the required technical and interpersonal skills to make an immediate contribution to major projects at the leading edge of computer applications.

The programme has two modes of study, an intensive format (3 semesters within 12–15 months) and a standard format (4 semesters + dissertation within 24–27 months). The school also considers applicants that would like to convert to Computing studies from a different field (typically business), by offering a specialised preparatory programme to ease into this transition.



I learnt so much, for example we designed a national healthcare application for healthcare professionals in the UK. This was an enriching experience because even now when I'm looking at complicated solution architecture, UML diagrams of complex systems, I'm able to easily understand it.

Martin Papík,
Czech Republic

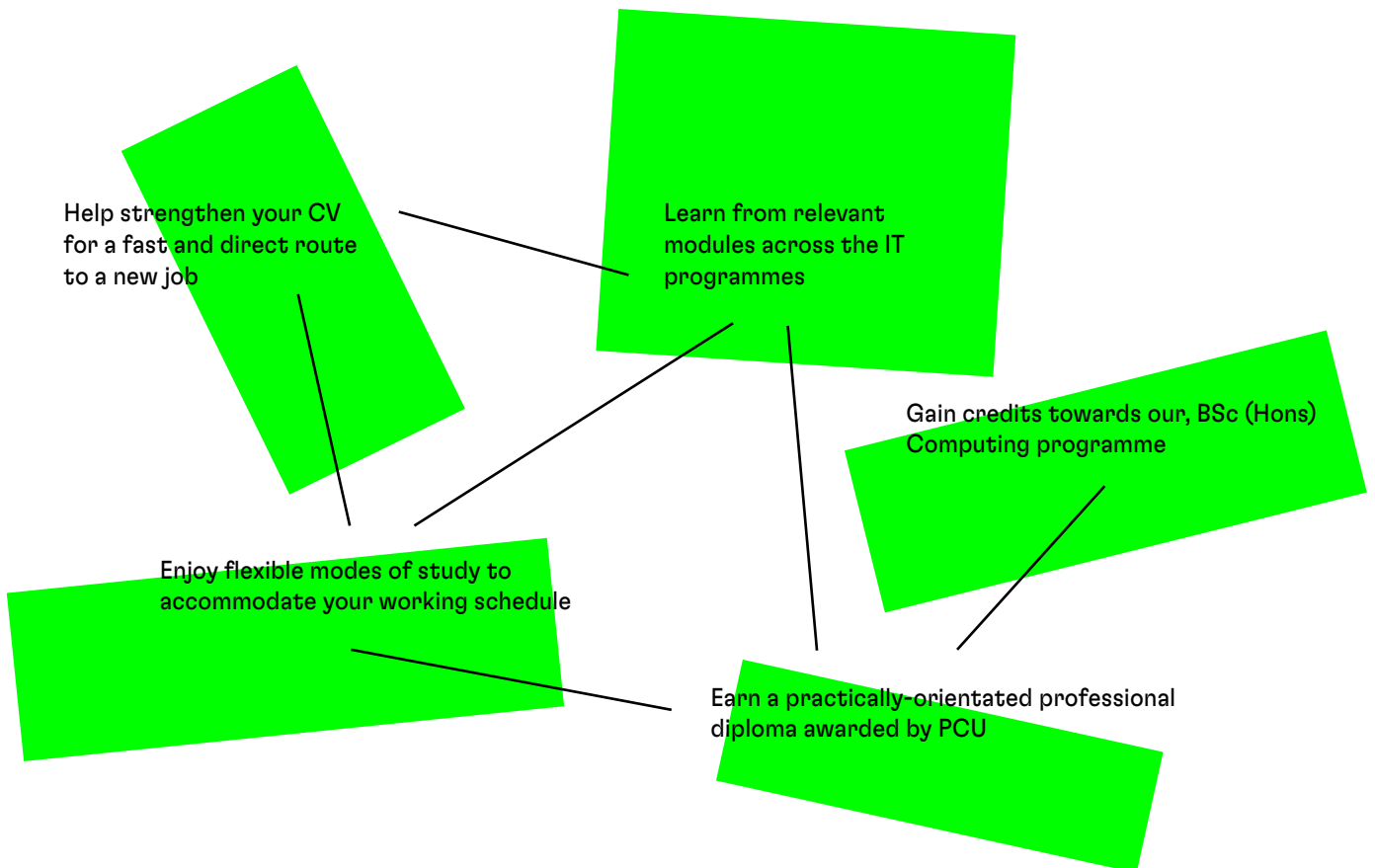
Professional Qualifications

9-18 months

Start in September or February

Our Professional Diploma Programmes are designed for working professionals, those who have followed a different academic path but wish to develop their skills in the field of IT and Computing, and those who have been out of the workforce and are looking to enhance their skills.

These two-semester, four-module diploma programmes are practical in nature, focussing on real-life projects and scenarios, allowing students to develop new skills and move into new careers. In addition, the Professional Diplomas can be offered in the form of corporate training for employees and staff.



PROFESSIONAL DIPLOMA IN MULTIMEDIA AND GAME CREATION

SPECIALIST PROFESSIONAL DIPLOMA IN JAVA PROGRAMMING

ADVANCED SPECIALIST PROFESSIONAL DIPLOMA IN WIRELESS AND CYBERSECURITY



Studying at PCU helped me change my career direction, I switched from diplomacy to IT! Working and studying at the same time was a real challenge and is quite different from full time studies, but with good time management and dedication it brought me fruitful results.

Nicolae Popa,
Moldova



As a former Hospitality & Tourism manager, studying Computer Science at PCU was a big twist to my career. In the beginning, I was a bit insecure, but thanks to the supportive environment and personal approach I am now able to work with confidence as a Full Stack Developer in Barcelona, Spain. In a field I truly love.

Markéta Školoudíková,
Czech Republic



Global Blended Degree Programmes

If you wish to enhance your educational qualifications but do not have time to attend a classic full-time or part-time programme or you would prefer to remain in your current location, then blended learning is for you. Study from any location and enjoy the flexibility and structure needed to support your work and study commitments.

Monthly tuition payments can be as little as 15,650 CZK! (€ 635)

Bursary for Professional students

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



Global Blended Bachelor's Degree

Our Global Blended Computing Degree allows us to offer students a 3-year programme delivered online through our Digital Campus. You will experience the best of a PCU education by receiving individual mentoring from our professional lecturers and by actively partaking in all lectures and discussions in the university's Digital Campus alongside your fellow students.

BSc (Hons) Computing

A unique programme, offering professional working students a clear route to a high-quality international, BSc (Hons) Computing degree. Knowledge and skills already gained will be assessed and recognised to provide the student with a tailor-made study programme, which allows them to gain needed and desired competencies in a flexible study mode. The programme is also open to any working professional who is new to the field but wishes

to have a change in their career path. Blended Learning students study the Cybersecurity pathway. See page 11 for the full list of modules.

In addition, the programme is supported by 3 to 4 residential weekends in Prague, per semester. This is your opportunity to visit our campus, meet fellow students in your programme, attend workshops with your group and consult with your lecturers in person.

Global Blended Master's Degree

Our Global Blended Master's Degree offers you maximum flexibility, regardless of your location. The combination of regular studies in our immersive Digital Campus, supplemented by in-person residential weekends or full weeks in Prague, gives you the opportunity to achieve your goal within as little as 12 months.

Delivery of the programme via the Digital Campus allows for individual mentoring from our professional lecturers and for active participation and discussion with your fellow students.

MSc Computing

This industry-integrated degree programme is designed exclusively for working professionals, and offers a convenient fast-track for achieving a Master's degree. The programme offers workplace projects that you create in consultation with your lecturer and employer, that can later be implemented into your organisation.

There is a residential component of two weekends per semester, or one week at the end of each semester, where you participate in workshops, consultations and activities alongside

fellow students and academic staff from the School of Media & IT. If you are in Prague, in person consultations are also possible.

A City University

Prague City University as the name suggests is located in and inspired by one of Europe's great capital cities. In 2024, 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.

PCU spacious and energy efficient to reduce environmental impact, and close to Prague's safe and excellent public transport network. Both campuses are also attractive due to their location within neighbourhoods that are complementary to the teaching, learning and research taking place at PCU, giving students better access to visit and learn directly from professionals working nearby.

The City Centre and Pragovka Campuses are a 12 minute metro ride apart, and approximately 22 minutes door to

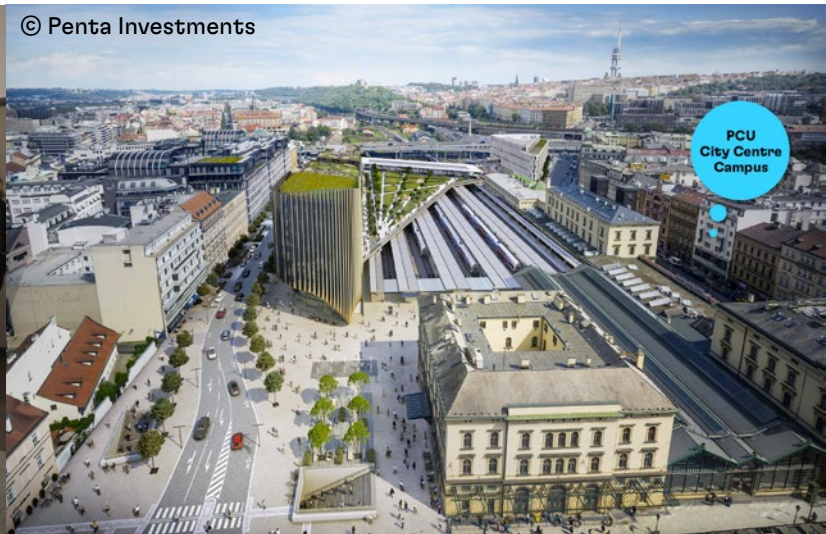
door. By tram or by bike - almost entirely on the cycle paths - the journey will be 30-35 minutes.

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 Centre Campus

PCU's City Centre Campus is within the Hybernska Centrum building in Hybernska street, directly opposite the Masaryk railway station and Náměstí Republiky metro line. 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, numerous cafes, hotels, restaurants, study spaces and galleries surrounding the railway station.

The City Centre Campus has the advantage of facing Prague's newest prestige development Masaryčka, one of the last projects designed by renowned Iraqi-British architect Zaha Hadid. Located within Hybernska Centrum, the campus features tall ceilings, wide corridors and classrooms that are spacious, well-ventilated and bright.



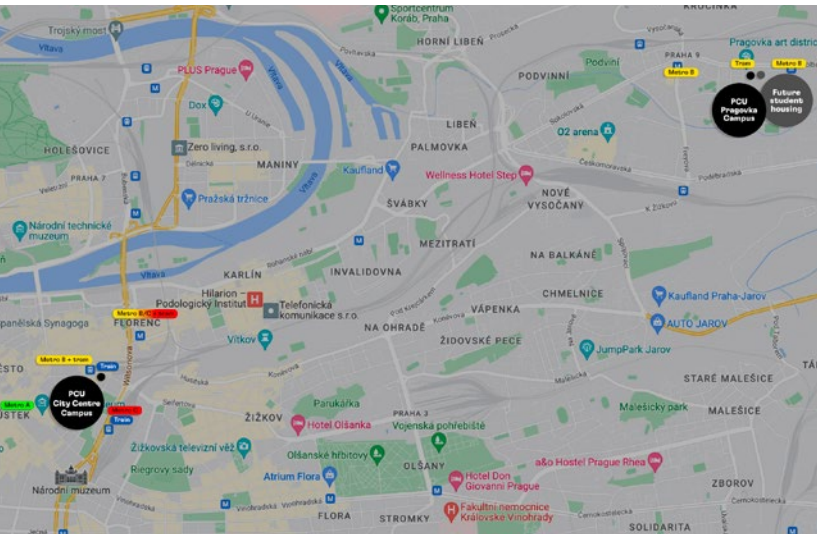


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Pragovka Campus

PCU has had a small campus at Pragovka for several years and will move into the middle wing of the fully-reconstructed E Factory in 2024. 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 organically grow a collaborative and creative community. As the education partner within the project, PCU is central to the developer’s vision that includes art studios and businesses. The aim is 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 include a brand new Student Housing development just 20 metres from the campus front door, and many apartment developments in the nearby environs.



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PCU Pragovka Campus

Future student housing

PCU Digital Campus

Prague City University has a Digital Campus for online and distance learning, as well as three physical campuses in the centre of Prague for in-person teaching.

The Digital Campus has enabled us to continue our high standards of education during the pandemic; but in fact, we have been delivering Global Blended Degree programmes and professional level qualifications online for over ten years.

Investment in technology provides unique and outstanding learning opportunities, regardless of a students' location. Together with small class sizes, the Digital Campus allows lecturers to prioritize students' needs, with an emphasis on individual attention and mentoring. Access to resources and real-time interaction provide an immersive online experience with a personal, human touch.

Furthermore, in October 2021, the online learning platform LinkedIn Learning was introduced with the launch of the Prague City Architecture course, expanding the opportunities for all PCU students.

Individual mentoring of students by lecturers and programme leaders

Comprehensive feedback from lecturers throughout the class and programme

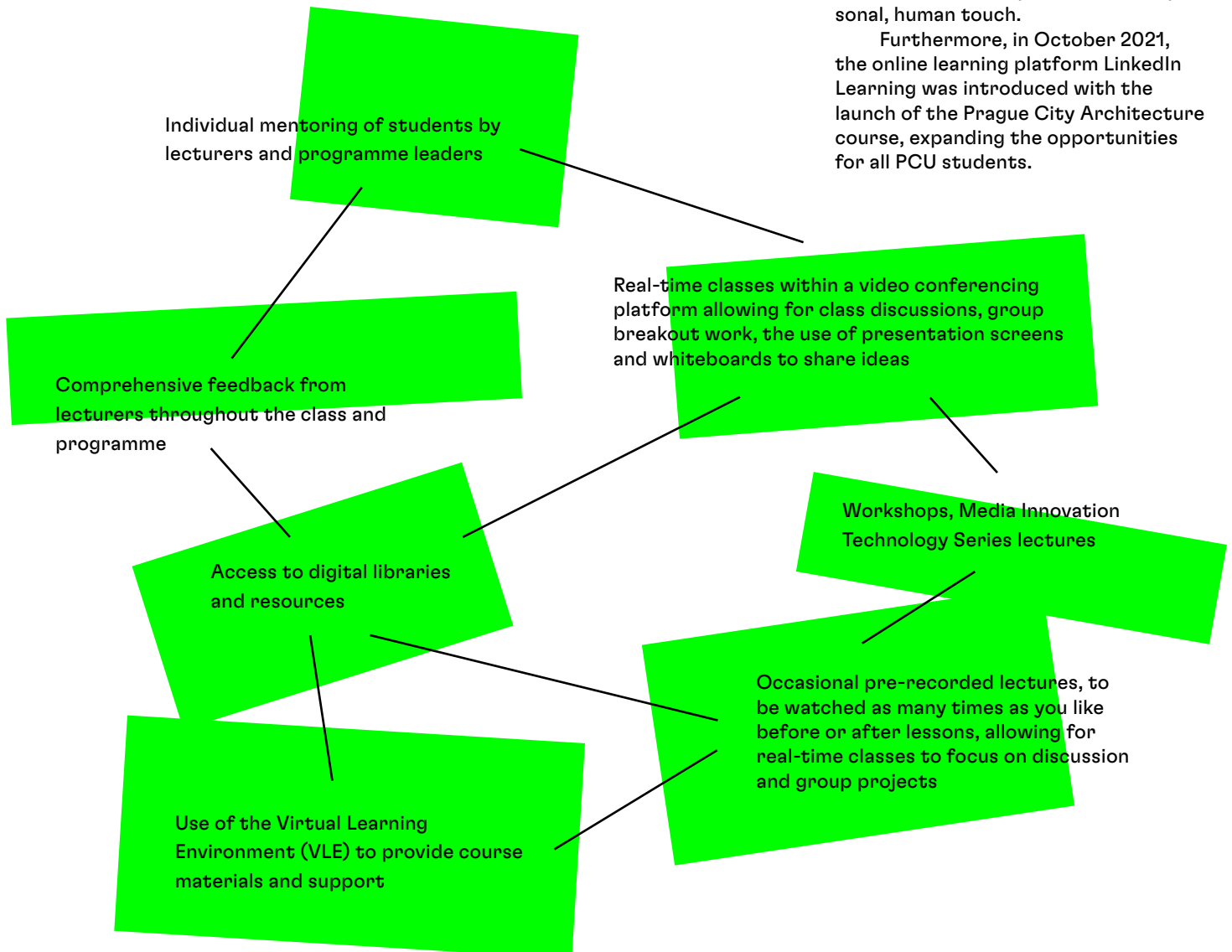
Access to digital libraries and resources

Use of the Virtual Learning Environment (VLE) to provide course materials and support

Real-time classes within a video conferencing platform allowing for class discussions, group breakout work, the use of presentation screens and whiteboards to share ideas

Workshops, Media Innovation Technology Series lectures

Occasional pre-recorded lectures, to be watched as many times as you like before or after lessons, allowing for real-time classes to focus on discussion and group projects



Thanks to the Global Blended programme, I was able to get a new job as a Development Engineer in one of the biggest banks in the Czech Republic which was always my dream. What I especially liked about the programme was that thanks to my previous experience, I was able to finish my Bachelor's degree within 18 months and I became more confident in my abilities as well.

Tomáš Holík,
Czech Republic

Meet our Academic Leadership Team



Mgr. Veronika Douchová, Ph.D.

Veronika is Dean of the School of Media & IT, with research and pedagogical interests in mathematics and its application in IT, as well as adult pedagogy and current trends in teaching delivery. She studied Mathematics and Descriptive Geometry at the Faculty of Mathematics and Physics, and continued with her Ph.D. at the Department of Logic at the Faculty of Arts, both at Charles University. During her 15 years at PCU, she has been teaching mathematics and soft-skill modules for a range of programmes and schools, co-wrote the BSc (Hons) Computing and MSc Computing programmes, and participated in the creation of BA (Hons) Creative Media Production programme. She leads the teams of lecturers at all the programmes within the School of Media and IT.



doc. Mgr. et Mgr. Radek Honzík, Ph.D.

Radek is Programme Leader for MSc Computing. He holds Master's degrees in Mathematics and English Language and Logic and Computational Linguistics, as well as a Ph.D. from the Faculty of Mathematics and Physics, Charles University, where he successfully defended his habilitation work (doc.) in 2019. For three years he was a postdoctoral researcher at the Kurt Gödel Research Center for Mathematical Logic in Vienna. His research has been published in distinguished international journals including Annals of Pure and Applied Logic, and the Israel Journal of Mathematics. He is co-author of the monograph The Hyperuniverse Project and Maximality (Springer 2018).



Mgr. Maša Hilčičšin, Ph.D.

Maša is co-writer of the BA (Hons) Creative Media Production programme. She is a documentary and film maker who earned her Ph.D. from Masaryk University's Department of Film Studies and Audiovisual Culture. As well as this, she is the curator of a number of film festivals and regularly takes part in projects supporting women in the creative arts. She acts as Czech ambassador to the Women's Audiovisual Network and collaborates with the One World international human rights documentary film festival. Her films have been shown at prestigious international film festivals including the Berlinale, Frameline in San Francisco and the Women's International Film Festival in Paris.



Mgr. Zdeněk Sloboda

Zdeněk teaches theoretical modules on culture and media at Prague City University. After graduating from Journalism and Media Studies at Charles University in Prague, Zdeněk spent two years at the Department of Media Education at Leipzig University in Germany where he became acquainted with research on children, family and media and became involved in media production with high school students. Prior to his academic career, he was a film journalist contributing to several online outlets and lifestyle magazines. He was also a copywriter in several advertising agencies in the mid-2010s.



Maia Horniak, BFA, BA (Hons), MA

Maia is in charge of the BA (Hons) Creative Media Production programme. Maia Horniak is an internationally acclaimed director in film/TV and documentaries, with over 15 years of professional industry experience. Maia has worked with a number of renowned film production studios and companies, including Stillking (Prague) and Universal, Miramax and MTV (US), and with people such as producer Charles Roven, director Terry Gilliam, and the actors Heath Ledger, Matt Damon, Hugh Jackman. Maia has directed over ten award-winning short films, a television movie, several documentaries, commercials, and music videos.



Ahmet Vargelen

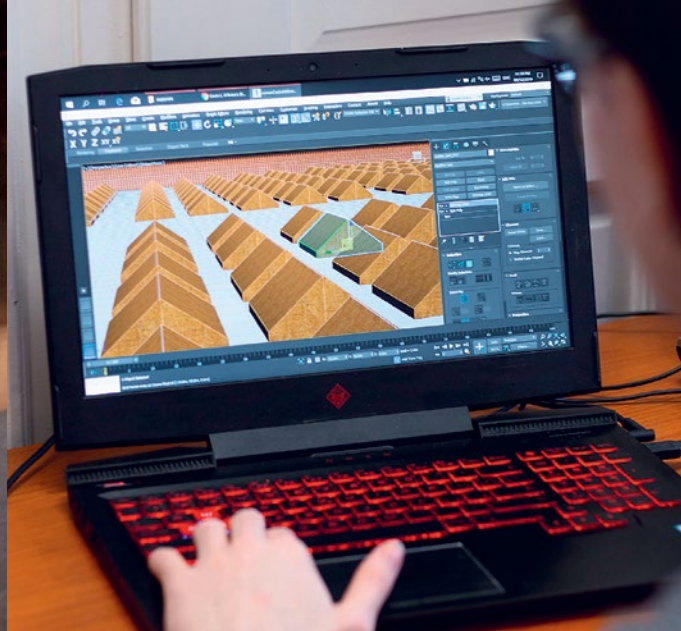
Ahmet is from Izmir, Turkey. As well as teaching for the Media & IT faculty at Prague City University, Ahmet works as a Global Integration Lead for a large international corporation. He leads global integration projects world-wide as well as manages teams to deliver different types of services to clients. He holds a Bachelor of Education from Dumlupinar University in Kutahya. Ahmet has gained much experience while working for companies like Sun Microsystems, Accenture, KPMG and Adecco and has completed over 40 large size (+3 mil \$) and over 80 mid-size projects in last 13 years of his career. Ahmet holds certifications in PMP, Prince 2, ITIL, DevOps and many more. He has held many trainings and workshops around Project Management, Agile development and Strategy management.

**Dr Bohus Ziskal, Ph.D.**

Bohus has over ten years' teaching experience: as a guest lecturer he has taught at the Academy of Arts, Architecture and Design in Prague, the Faculty of Electrical Engineering at the Czech Technical University (ČVUT) and at the Film and TV School of the Academy of Performing Arts (FAMU) in Prague. He spent four years as assistant professor at Charles University in the Institute of Information Studies and Librarianship, where he helped to found a new specialization: "New Media Studies".

**Ing. Gramoz Çubreli, Ph.D.**

Gramoz teaches Mathematics and Programming Fundamentals at PCU. Originally from Kosovo, he has a multidisciplinary background which includes a Bachelor's degree in Electrical Engineering, a triple Master's degree in Physics and Applications, Biotechnology and Chemistry from École Normale Supérieure de Cachan in France and Molecular Nano and Biophotonics for telecommunications and biotechnologies at Wrocław University of Science and Technology. He holds a Ph.D. degree in Mechanical Engineering from the Technical University of Liberec.



What do I need to apply?

We make the application process for each of our applicants as smooth and easy as possible. We talk to each applicant to understand their needs and requirements, as we wish to offer the best possible choice of programme. Our study advisors, lecturers and students are always happy to share their experiences with applicants.

	Bachelor's Full-time	Master's	Professional Qualification or Global Blended Bachelor's
Confirmation of previous education	YES	YES, Bachelor's degree	YES
Confirmation of English level upon entry	YES, IELTS 5.5 or above**	YES, IELTS 6.0 or above**	YES, IELTS 5.5 or above**
Letter of motivation	YES, 300 words minimum	YES, 500 words minimum	YES, 300 words minimum
Final interview	YES	YES	YES
Curriculum vitae	NO	YES	YES
Professional and academic references	NO	YES	NO
Evidence of knowledge and skills gained prior to study at PCU	NO	NO	YES, if available
Portfolio of creative media work	YES, ONLY BA (Hons) Creative Media Production	NO	NO

** Other internationally-recognised English language certificates are accepted.

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.

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, PCU will match a contribution from your employer, capped at 20 % of the total tuition fee.

Begin your application today!

You can get started right away on our website at www.praguecityuniversity.cz. You can also contact us at (+420) 222 101 020 or admissions@praguecityuniversity.cz to speak to one of our admissions specialists.

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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(+420) 222 101 020

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