



MVSO

MORAVIAN BUSINESS COLLEGE OLOMOUC 

KNOWLEDGE FOR THE FUTURE



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 km². 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.

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 (MVS0).

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 MVS0) 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.



Accredited Study Programmes in Czech and English Language

- 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 multimedia
- Human Resources

International Activities of MVSO

Academic year 2023 - 2024

MVSO regularly organises and participates in numerous international activities.



MVSO Student on a Prestigious Scholarship in Israel



July - August 2023

Thanks to a scholarship from the Neuron Foundation, MVSO student Františka Belzová Konvalinková got the opportunity to go to Israel for two months, experience its academic environment, and work on her research at Tel Aviv University under the supervision of Prof. Gabriel Chodick.

During her internship, she had the opportunity to visit research institutions, start-ups, and technology transfer centres.

Visit to Hadassah Academic College



8 September 2023

The management of Hadassah Academic College Jerusalem met with a representative of MVSO, Dr. Tomáš Jelínek, to discuss the possibilities of cooperation between the two colleges.

HACJ is a dynamically developing public higher education institution interested in strengthening the cooperation with Czech partners in the areas of entrepreneurship, innovations and healthcare management.

Cooperation with Reichman University



9 September 2023

Moravian Business College Olomouc (MVSVO) is a partner of the first private university in Israel.

A memorandum of understanding between MVSVO and Reichman University was signed last year.

This year, another representative of MVSVO, Dr. Tomáš Jelínek, visited Reichman University to discuss the possibilities of joint research on entrepreneurial behaviour and healthcare innovations.

2023 Erasmus+ Days



9 - 14 October, 2023

MVSO International Office prepares Erasmus-focused activities for our students each October.

This year's Erasmus Days at our college successfully engaged both students and foreign guests from Turkey in workshops and other activities promoting the Erasmus+ programme.

International Conference in Siedlce



17 - 19 October, 2023

Assoc. Prof. Adam Pawliczek, Ph. D. and Ing. Richard Šmilňák, MBA of MVSVO took part in an international conference entitled “Navigating our Challenging Times. Strategies for Resilience and Recovery” at Siedlce University in Poland.

They introduced MVSVO to the conference audience, presented a conference paper and led a workshop focused on human skills in the context of energy transformation.

Visit to GEA College in Ljubljana, Slovenia



18 – 20 October, 2023

Thanks to the Erasmus+ programme, we had an opportunity to visit our brand-new partner institution GEA College in Ljubljana, Slovenia, last week.

We are very much looking forward to developing our cooperation in the future!

Cooperation with Ankara Yıldırım Beyazıt University



23 – 26 October, 2023

We continue to develop successful cooperation between MVSVO and our Turkish Erasmus+ partner universities.

At the end of October, we welcomed our colleague Oya Uslu Çetin from Ankara Yıldırım Beyazıt University, who taught Modern Tools of Effective Management and English for Special Purposes.

MVSO in India



25 October – 2 November, 2023

The Vice-Rector for Strategic Partnership, Mgr. Jitka Lidaříková, visited five leading Indian universities and discussed their needs in the field of internationalisation as well as cooperation possibilities.

The prestigious Lovely Professional University invited the Vice-Rector as a speaker at its international conference on higher education, which was attended by 50 university representatives from all over the world.

Success of MVSO Students in an Essay Contest



1 November, 2023

Our students David Balog and Denisa Starostová placed 1st and 3rd, respectively, in a student essay contest organised by the Czech Management Association.

The topic was “The Future of Management: What Management Will Look Like in 10 Years”. The contest was a part of the prestigious “Manager of the Year” competition, which is focused on recognising the best managers and encouraging entrepreneurial spirit.

Aspen Annual Conference 2023



16 November, 2023

The Rector of Moravian Business College Olomouc, Dr. Štefan Kolumber, and the Vice-rector for R & D, Dr. Tomáš Jelínek, attended the prestigious Aspen Annual Conference 2023 in Prague.

The conference focused on the challenges connected with AI and digitalisation and one of the speakers was the President of the Czech Republic, Petr Pavel.

CZEDUCON 2023 International Conference



22 – 23 November, 2023

MVSO values the great opportunity to participate in the CZEDUCON 2023 international conference, which is the largest event dedicated to the internationalisation of education in Central Europe.

Networking and know-how sharing with colleagues from both the Czech Republic and abroad brought us new inspiring ideas.

UK Higher Education Mission to Central Europe



28 November, 2023

A representative of MVSO took part in a meeting on the occasion of the UK Higher Education Mission to Central Europe that took place at the British Embassy in Prague.

It was a valuable opportunity to meet the officials of 11 UK universities and discuss cooperation possibilities with them.

European Youth Parliament Conference at MVSO



1 - 3 December, 2023

"Designing Europe's Future" was the motto of the Regional Selection Conference of the European Youth Parliament Czech Republic that took place at the BEA Centre Olomouc.

More than 140 delegates from all over Europe met in Olomouc to discuss current topics such as the sustainable future of Europe and technological innovations.

Intercultural Online Workshop with Adana University



13 December, 2023

MVSO students have many opportunities to participate in diverse international activities throughout the academic year.

In December, we co-organised an intercultural online workshop in cooperation with Adana Alparslan Türkeş Science and Technology University, which is one of our partner universities.

Visit of Nichols College Representatives



17 January, 2024

Our international cooperation goes far beyond the borders of Europe.

Representatives of Nichols College (USA) visited MVSO in January. Their academics and students are going to participate in our 9th International Week in April.

Nichols College and MVSO are also planning joint cross-cultural student workshops.

Seminar at the Ministry of Foreign Affairs

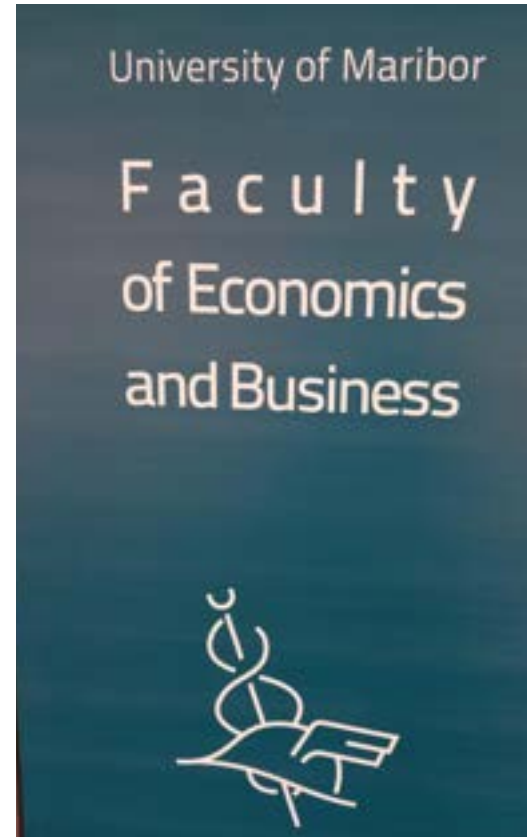


31 January, 2024

Dr. Tomáš Jelínek, the Vice-rector for R&D and Innovations, attended a seminar focused on business and research opportunities in German-speaking countries, which was hosted by the Czech Ministry of Foreign Affairs.

MVSO has been developing collaboration with German and Austrian universities for a long time, with a particular emphasis on mobilities and international projects.

Visit to the University of Maribor



6 - 7 March, 2024

MVSO has been cooperating with the University of Maribor in Slovenia and its Faculty of Economics and Business for a long time.

In March, representatives of MVSO (International Office and HR Department) discussed our further collaboration, mainly during the HR Award renewal process and exchanged know-how in relation to student services and marketing.

Final meeting of the COMMITTED project team



17 - 18 March, 2024

The final meeting of the Erasmus+ COMMITTED project team took place in Budapest in March. MVSVO was represented by Assoc. Prof. Adam Pawliczek, Dr. Zuzana Vylegalová, Mgr. Michaela Koutná, and Mgr. Vladimíra Koutná, the Deputy Vice-rector for Strategic Partnership.

Together with our partners (Budapest Business University, Technische Hochschule Würzburg-Schweinfurt, Hanze University of Applied Sciences, Groningen, and LUT University), we have successfully completed almost all of the project activities.

9th MVSO International Week



22 - 26 April, 2024

The MVSO 9th International Week was a big success. We welcomed many international guests from all around the world.

The week was dedicated to cross-cultural presentations by our students and guests, lectures by visiting academics and cultural programme, including a Spring Party.

International Days of Science Conference



25 April, 2024

The International Days of Science conference, held at the BEA Centre in Olomouc, brought a number of new impulses for research and international collaboration.

Participants from many European and non-European countries delivered inspiring presentations in the fields of intercultural communication, higher education, sustainability and innovations.

Cooperation with the University of Economics in Bratislava



20 - 24 May, 2024

The University of Economics in Bratislava has been one of the long-time partners of MVSO within the Erasmus+ programme.

During their visit in May, MVSO representatives discussed e.g., the use of AI in the teaching process, innovations in teaching English and mathematics for economic disciplines, as well as further cooperation possibilities in research projects.

Educational Programme for the Maharal Institute



10 June, 2024

MVSO has successfully completed the second year of the prestigious educational programme, which is run by in cooperation with the Maharal Institute in Prague and is attended by students from the USA , Canada , Austria , and other countries.

During the academic year, the students attended a number of lectures , e.g., on economics, management, finance, as well as philosophy and ethics.

NICE Network Annual Meeting 2024



16 – 18 June, 2024

The 33rd NICE Network annual meeting of HEI representatives was hosted by Nordhausen University of Applied Sciences, and MVSVO was represented by Vice-Rector for Strategic Partnership, Mgr. Jitka Lidaříková.

The meeting included a series of workshops and discussions on the current challenges in the area of international education, such as Generation Z, new trends and technologies, as well as many networking opportunities.

Graduation Ceremony - Class of 2024



27 June, 2024

The 2023/2024 was concluded by the graduation ceremony of our new Bachelors and Masters in Economics and Management.

Congratulations to the Class of 2024!



We look forward to welcoming you at MVSO!

