



University College of International and Public Relations Prague, o. p. s.

Vysoká škola mezinárodních a veřejných vztahů Praha, o. p. s.

Abbreviation in Czech: VŠMVV Praha

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- History** ■ On March 15, 2002, the Ministry of Education, Youth and Sports granted the public service company University College of International and Public Relations Prague state consent to function as a private University and accredited the bachelor's study program in International and Public Relations, with study fields in International Relations and Diplomacy and Public Administration and Public Relations.

This University was the successor of one of the first and largest private schools active in Czechoslovakia after the revolution in 1989, which functioned successfully for ten years, first as a vocational school and from 1998 also as a higher technical college focusing on international and public relations.

In 2006, the CR Ministry of Education, Youth and Sports granted the school state consent to start a follow-up master's study program.

- Structure of the Institution** ■ The head of the University is a rector (currently Doc. Ing. Judita Štouračová, CSc., from 2002 to 2006 ambassador of the Czech Republic in Belgrade). The UCIPR is a private university and has the legal form of a public service company managed by an administrative council and its chairman (currently Ing. Alois Houdek).

The teachers at the school are divided into the following departments:

- Department of international relations and diplomacy,
- Department of political and social sciences,
- Department of European integration,
- Department of public administration and law,
- Department of public relations and communication,

Organisation of Studies

- Department of information technology and processing of mass data,
- Department of languages.

- With its established and accredited INTERNATIONAL AND PUBLIC RELATIONS study program, the University College of International and Public Relations Prague specifically focuses on preparing experts who have the will, the ambition and the capabilities necessary to succeed in the very prestigious and demanding environment of domestic and foreign competition via the qualified performance of high-potential professions.

The Bachelor's study program lasts three years (six semesters), and has the following study fields:

- International relations and diplomacy,
- Public administration and public relations, with field specialization either in public administration and services or communication and public relations.

The Master's study program lasts two years (four semesters), and has the following study fields:

- International relations and diplomacy, with field specializations in economic diplomacy or diplomatic services,
- Political science and politics in international and public relations, with field specializations in decision-making in politics, or in public relations and media communications,
- European studies and public administration, with field specializations in decision-making in the European Union, or in public and regional policy.

The Bachelor studies and also the Master studies are conducted either on a full-time basis or on a part-time basis. Part-time studies are based on directed independent study and participation in consultations during two-day sessions that are generally organized once per month.

The school organizes expert courses, for example in the field of marketing and communication, or in the field of law.

The studies are organized into modules in a way that enables integrated fields of knowledge and skills to be set up and transferred in a more structured way, and facilitates the organization of the state final examinations. As a rule, the structure is made up of a social sciences foundation module, a communications module, a field foundation module, and a field focus or specialization module.

Language preparation is an important part of the studies. In the bachelor program, two to three foreign languages are studied, a state final examination is taken in the first foreign language. In the master's study of this field, good knowledge of foreign languages is assumed, and therefore there is a relatively advanced course in a single language of the student's choice. Courses taught in a foreign language are also included.

During the study program, each student is required to perform practical professional work. One part of the practical work is focused on the field of study, and the second is connected to the topic of the bachelor's or master's thesis.

The University College of International and Public Relations Prague has a professionally very high quality teaching staff, provides a friendly and creative environment, and

shows interest in every student. It uses specific forms of teaching and practical exercises and placements, and maintains close contacts with the professional community in the Czech Republic and abroad.

Basic Statistical Data in Academic Year 2007/2008

	Field of study	Total no. of students		Total no. of graduates	
		Full-time	Part-time	Full-time	Part-time
Bachelor's study programs	International relations and diplomacy	130	80	44	0
	Public administration and public relations	77	74	35	0
Master's study programs	International and diplomacy studies	74	16	0	0
	Political science and politics in international and public relations	2	6	0	0
	European studies and public administration	11	x	0	0
TOTAL		294	176	79	0

Notes:

Active studies as of October 31, 2007.

Graduates of all programs as of December 31, 2007.