

Gateway to Europe

Date:	July 16 - August 9, 2026
Venue:	Škoda Auto Vysoká škola z.ú., Ekonomická 957, 140 00 Prague 4, Czech Republic
Program fee:	€1,490
Application fee:	€80 (Non-refundable, paid after submitting the application)
Application deadline:	April 20, 2026
Prepayment:	€670
Prepayment deadline:	April 30, 2026
Final payment:	€820
Final payment deadline:	May 15, 2026

Program Schedule:

- The program is designed for international students who want to understand the political and economic context of Europe to potentially do business or pursue a career in the region.
- The program targets not only university students interested in Europe but also professionals who are planning to move to Europe and seek local knowledge.

Thu 7/16	Arrival
Fri 7/17	Orientation Day (Mladá Boleslav)
Sat 7/18	Individual Program
Sun 7/19	Prague Tour
Mon 7/20 - Fri 7/24	European Integration Course
Sat 7/25	Field Trip to Kutná Hora
Sun 7/26	Individual Program
Mon 7/27 - 7/31	Corporate Finance & Strategy in Europe Course
Sat 8/1	Individual program
Sun 8/2	
Mon 8/3 - Fri 8/7	International Relations and Security Course
Sat 8/8	Departure
Sun 8/9	

European Integration

Course title:	European Integration
Semester:	SS 25/26
Supervising department:	Department of Finance and Accounting
Time allowance:	full-time, summer school program
Form of teaching:	Lectures
Mode of completion and credits:	Graded credit (3 US credits / 6 ECTS)

Course objective:

This course aims at a comprehensive exploration of the European Union, delving into its historical, political, and institutional foundations. By examining these fundamental aspects, students will gain a broader understanding of the EU's evolution and its impact on the global stage. A primary focus of the course is the economic dimension of European integration. Students will analyse the economic implications of EU policies on individuals, businesses, and the overall economy. Key topics include the single market, monetary union, and international trade. Additionally, the course will explore the EU's common policies and the economic diplomacy of an EU member state, using Czechia as a case study. Aside from lectures, the course will also provide students with Diplomatic Protocol and Business Etiquette training. The course will conclude with a discussion of current issues facing the EU, providing students with a contemporary perspective on the challenges and opportunities that lie ahead for the European integration project.

Course methods:

Lectures, seminars/training, readings, final exam.

Course content:

1. Milestones of the Development of the European Integration: The Evolution of the Europe the WWII
2. EU Institutional Framework
3. International Trade (trade powers, trade wars – winners and losers)
4. Economics of the European Integration
5. EU Common Policies
6. Economic Diplomacy of an EU member state: Czech Case Study
7. Diplomatic Protocol and Business Etiquette
8. EU and the current situation, discussion of recent issues
9. Concluding remarks and summary

Learning outcomes and competences:

After completing the course, students will:

- Understand the historical evolution of the process of the European integration
- Gain insights into the structure and functioning of the European Union, including its institutional frameworks and future challenges
- Analyse the EU's evolving role in a global context while enhancing proficiency in economic and business-related concepts
- Effectively present, critically analyse and engage in discussions on EU related issues using evidence-based arguments
- Develop and apply essential diplomatic protocol and etiquette skills for effective engagement in international and business settings

Teaching methods and workload (hours of workload):

Type of teaching method	Daily attendance
Direct teaching	
Attendance of courses/seminars/tutorials	48 h
Self-study	
Course reading and pre-course preparation	53 h
Ongoing evaluation	15 h
Composing of individual (seminar) work	15 h
Preparation for final exam	25 h
Total	156 h

Assessment methods:

Requirement type	Daily attendance
Active lecture/seminar/workshop/tutorial participation	28 %
Term paper/ Summaries	20 %
Final test	52 %
Total	100 %

Final grade

100 – 90	Excellent A
89 – 75	Very good B
74 – 60	Good C
59 and less	Fail F

Literature:

- R. Baldwin, and C. Wyplosz, The Economics of European Integration, 7th edition, 2022, McGraw Hill.
- European Commission, The ABC of EU Law, 2023, Available at: <https://op.europa.eu/webpub/com/abc-of-eu-law/en/>

Recommended:

- Consolidated Treaty of the European Union, Available at: https://eur-lex.europa.eu/resource.html?uri=cellar:2bf140bf-a3f8-4ab2-b506-fd71826e6da6.0023.02/DOC_1&format=PDF
- Consolidated Version of Functioning of the European Union, Available at: <https://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:12012E/TXT:en:PDF>
- M. Bokšová, The Importance and the Effects of the Common Commercial Policy of the European Union when Reaching Non-Economic Goals, Doctoral Thesis, 2018, University of Economics in Prague. Available at: file:///C:/Users/monik/Downloads/zaverecna_prace.pdf

Corporate Finance and Strategy in Europe

Course title:	Corporate Finance and Strategy in Europe
Semester:	SS 25/26
Supervising department:	Department of Finance and Accounting
Time allowance:	full-time, summer school program
Form of teaching:	Lectures
Mode of completion and credits:	Graded credit (3 US credits / 6 ECTS)

Course objective:

This course aims to provide students with a solid understanding of European markets, as well as of financial management principles and their application within the European business context. Emphasizing the impact of financial decision-making on corporate financial performance, the course will delve into the unique aspects of European financial markets and financial regulations. Designed for future managers across various business areas and business owners, the course will explore the critical connections between company financing, investing, and value creation, which are essential for modern businesses. By bridging theoretical knowledge with practical skills, the course will utilize MS Excel as a supportive tool for explaining theoretical concepts and describing the economic realities of European businesses. By the end of the course, students will also gain practical experience in creating a basic business plan tailored to the European business environment, enhancing their ability to apply theoretical knowledge to real-world challenges.

Course methods:

Lectures, seminars/training, readings, final exam.

Course content:

1. The Role and Principles of Corporate Finance Management in Europe
2. Sources of Information for Financial Management and Strategic Decisions
3. European Financial Markets: Structure and Instruments
4. Time Value of Money and Its Importance in Decision-Making
5. Sources of Financing and Cost of Capital in Europe
6. Capital Budgeting and Investment Decision-Making
7. Evaluating Financial Performance of the Company
8. Financial Planning and Business Valuation in a European context
9. Business Plan
10. Concluding remarks and summary

Learning outcomes and competences:

After completing the course, students will:

- Assess the financial performance of a company on the basis of publicly available information
- Evaluate the structure and role of European financial markets and instruments, and their implications for corporate financing and strategic decision-making
- Apply methods of capital budgeting and investment appraisal, such as NPV and IRR, to make informed decisions regarding long-term investments and resource allocation
- Explain the principles of corporate financial management and analyse how financial decisions impact corporate value creation in the European context

Teaching methods and workload (hours of workload):

Type of teaching method	Daily attendance
Direct teaching	
Attendance of courses/seminars/tutorials	48 h
Self-study	
Course reading and ongoing preparation	53 h
Ongoing evaluation	15 h
Business Plan preparation	20 h
Preparation for final test	20 h
Total	156 h

Assessment methods:

Requirement type	Daily attendance
Active attendance	20 %
Business Plan	30 %
Final Exam	50 %
Total	100 %

Final grade

100 – 90	Excellent A
89 – 75	Very good B
74 – 60	Good C
59 and less	Fail F

Literature:

- FRIDSON, Martin Steven; ALVAREZ, Fernando. Financial Statement Analysis Workbook. A Practitioner's Guide. Wiley, 2022. 208 p. ISBN 978-1-119-45718-3.
- Jackman, H. Create Your Business Plan for the Digital Age - Guide to an Effective Business Plan. N.p.: Transnational Press London, 2021, 179 p. ISBN: 978-1-80135-061-7
- Vernimmen, P., Quiry, P. & Le Fur, Y. Corporate Finance: Theory and Practice. Wiley, 2022, 1040 p. ISBN 978-1-119-84162-3

International Relations and Security

Course title:	International Relations and Security
Semester:	SS 25/26
Supervising department:	Department of Finance and Accounting
Time allowance:	full-time, summer school program
Form of teaching:	Lectures and Seminars
Mode of completion and credits:	Graded credit (3 US credits / 6 ECTS)

Course objective:

This course delves into the complexities of International Relations and Global Security. It examines the historical roots and contemporary dynamics of international order, with a particular focus on emerging threats and security challenges that affect it (including traditional conflicts, geopolitical realignments, terrorism, migration, and cybersecurity). Institution-wise, this course will principally deal with the North Atlantic Treaty Organization, the United Nations, the EU's Common Security and Defense Policy, the Organization for Security and Co-operation in Europe, the Collective Security Treaty Organization, and the Arctic Council. Simultaneously, this course will cover European security vis-a-vis its adjacent regions, namely, Eastern Europe (Russia, Belorussia, Ukraine, Moldova); the Middle East and North Africa (Syria, Turkey, Israel, Palestine, Egypt, Libya, Algeria); Indo-Pacific, and the Arctic region. Aside from lectures, this course will provide students with Diplomatic Tradecraft Training delivered in the form of interactive seminars and composed of training in analytical techniques and methods, preparation of analytical reports, and delivery of security briefings.

Course methods:

Lectures, seminars/training, readings, final exam.

Course content:

1. Evolution of Europe until WWII
2. Diplomatic Tradecraft Training
3. Evolution of International Order after WWII
4. Evolution of NATO
5. Present-day International Organizations
6. Eastern Europe I.
7. Eastern Europe II. and Re-emergence of Traditional Conflicts
8. Balkans and International Frozen Conflicts
9. Middle East and North Africa I
10. Middle East and North Africa II and Global Terrorism
11. Indo-Pacific and Geopolitical Re-balancing
12. Current and Future Threats (cybersecurity, information warfare, space)

Learning outcomes and competences:

After completing the course, students will:

- Understand and be able to debate key issues related to international relations and the international world order

- Develop practical skills necessary for a career in diplomacy, secret services, international institutions
- Have an in-depth understanding of the European and global security challenges
- Comprehend the very intricate system of international institutions
- Discuss European security and stability vis-a-vis its adjacent regions (Eastern Europe, Middle East and North Africa, Indo-Pacific, Arctic region)

Teaching methods and workload (hours of workload):

Type of teaching method	Daily attendance
Direct teaching	
Attendance of courses/seminars/tutorials	48 h
Self-study	
Course reading and pre-course preparation	53 h
Delivery of the Security Briefing	16 h
Ongoing evaluation	15 h
Preparation for the Final Exam	24 h
Total	156 h

Assessment methods:

Requirement type	Daily attendance
Active lecture/seminar/workshop/tutorial participation	20 %
Security Briefing	20 %
Final Exam	60 %
Total	100 %

Final grade

100 – 90	Excellent A
89 – 75	Very good B
74 – 60	Good C
59 and less	Fail F

Literature:

- Kissinger, Henry. Diplomacy. New York, Simon & Schuster, 1994.
- Cleveland, William L., and Martin P. Bunton. A History of the Modern Middle East. Fifth edition. Westview Press, a member of the Perseus Books Group, 2013.
- Archie Brown. The Rise and Fall of Communism. New York: HarperCollins. 2009.
- The North Atlantic Treaty, Washington, D.C, 1949, https://www.nato.int/cps/ie/natohq/official_texts_17120.htm
- The United Nations Charter, San Francisco, 1945, <https://www.un.org/en/about-us/un-charter/full-text>