

Cooperation Between CEMS Corporate Partners and CEMS at VSE

AY 2021/2022



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CEMS VŠE MAIN CORPORATE PARTNERS:



CEMS VŠE CORPORATE PARTNERS:



EVENTS ORGANIZED BY CEMS VSE OFFICE

1. BLOCK SEMINAR

The academic year 2021/2022 for the new CEMS class at the Prague University of Economics and Business (VŠE) has been kicked off with the Block Seminar, which was held on September 6 – 10, 2021. The Block Seminar is a compulsory part of the CEMS MIM curriculum. An attractive topic “Digital Customer Journey in the Automotive Industry – New Challenges” has been prepared in cooperation with the CEMS corporate partner ŠKODA AUTO a.s., for a group of 31 CEMS students.

The whole seminar has been supervised by Ladislav Tyll, MBA, Ph.D., CEMS Academic Director, at the Prague University of Economics and Business, Lucie Šedivková Klabíková, CR Brand & Strategy, and Petr Petrydes, Business Owner of Online Customer Journey at ŠKODA AUTO a.s.

Within the rich program, students were expected to understand and analyze existing Digital Customer Journey (DCJ) assets provided by ŠKODA AUTO to its customers and run qualitative research questioning with its relevance towards customer needs and expectations, understand customer needs, suggest a new perspective solution with different values, Identify risks and potential weaknesses or describe the customer journey mapping.

Seminars on journey mapping, eMobility, consulting sessions, and a visit of the museum in Mladá Boleslav were on the schedule to deepen the students' knowledge to get the best project outputs. Participants also visited the lectures on Ethnography by Tomáš Ryška, Ph.D., an assistant professor at the Department of Strategy, and Digital Marketing by Jan Wegert, an assistant professor at the Department of Marketing at VŠE.

During the last day of the Block Seminar, six student teams presented the results of their whole-week effort. A jury of ŠKODA AUTO and VŠE representatives decided on two winning teams, whose members were – Team #2: Simon Bijaoui, Francesca Comaschi, David Bejček, Rosalie Ghislain, and Marta Leão; Team#6: Balázs Ábrahám, Marsela Bebic, Luca Lellei, Prokop Švabík, and Martin Watine. The Block Seminar was closed by a dinner in the Hotel Maximilian restaurant, where the winning teams were awarded. VŠE representatives would like to thank ŠKODA AUTO and all stakeholders for their contribution to this successful seminar.

Last year, the university held the Block Seminar also with the partner company ŠKODA AUTO on the topic of “eMobility Growth Plan in EU or Worldwide”. In 2019 and 2018, the Block Seminars were organized by another CEMS corporate partner Plzeňský Prazdroj a.s., on the topics “Managing Consumer Experience in Pubs and Restaurants through Digital Technologies for Plzeňský Prazdroj”, and “Propose a 2025 HORECA Innovation Program for Plzeňský Prazdroj a.s.”. In 2017 and 2016 the Block Seminars were organized by the company Hilti (also CEMS corporate partner), the covered topics were “Business Model Innovation in the Context of Digital Disruption” and “Digital Strategies of Family Businesses – Case of Hilti”.

In case of your interest, see the [photo gallery](#). The article about the past BS was published [here](#).



BS winning team



BS visit of the Skoda Auto muzeum

2. SKILL SEMINARS

Skill Seminars are training seminars in practical skills relevant to an international management environment. Small groups of students (10 - 15 students) ensure an interactive dimension. Skill Seminars are not graded. The emphasis is on training, not on performance assessment. VSE organizes half-day (4 hours) or one-day (8 hours) seminars.

Term 1

1. HILTI - Discover Systematic Account Development in Hilti – October 7, 2021, one day, company premises,
2. ASAHI – Organizational Design – October 15, 2021, one day, company premises,
3. Škoda Auto - Innovation Process in a Traditional Company – October 21, 2021, one day, company premises in Mladá Boleslav, transportation included,
4. Unibail-Rodamco-Westfield – Negotiation Techniques – November 11, 2021, one day, company premises,
5. Amplifon – Corporate Social Responsibility – November 12, 2021 (half day, virtually).

Term 2

1. Procter&Gamble – Effective Presentation skills + Persuasive Selling format – March 31, 2022, one day, company premises,
2. Unibail-Rodamco-Westfield - Negotiation Techniques – April 7, 2022, one day, company premises,
3. L'Oréal - E-commerce and Digital Media – April 22, 2022, one day, company premises.

3. EVENING WITH CEMS

CEMS VSE team organized the online event for the purpose to attract the prospective students. During the one-hour session candidates could:

1. Meet members of the CEMS team at VSE,
2. Meet current CEMS students,
3. Meet representatives of corporate partners,
4. Learn more details about CEMS,
5. Learn more details about the admission process,
6. Try fun Kahoot quiz,
7. Ask questions to CEMS VSE team, students, and companies.

This event was repeated three times and the representatives present were:

December 7, 2021: Hilti – Josef Plachy, URW – Zaruhi Harutyunyan (CEMS alumna)

January 27, 2022: Hilti – Josef Plachy , Google – Jana Sklenarova (CEMS alumna)

March 29, 2022: Hilti – Judita Bihellerova (CEMS alumna), L'Oréal – Ema Gregorova and Miroslava Stankova



4. BUSINESS PROJECT

The Business Project is a consultancy-like project. At the beginning of the semester, companies suggested eight topics for students. International teams of usually 3-5 students solve a real business problem as a one-semester part-time activity tutored by both the company and a professor in parallel. Business projects reinforce the CEMS partnership between universities, students and companies. It amounts to 15 ECTS.

Students are thus offered the opportunity:

- to gain insight into business life
- to train their analytical and problem-solving skills

- to apply research methods
- to transfer theoretical knowledge into practice
- to learn process management
- to acquire social skills
- to get to know potential employers and re-define their professional goals

Students are expected:

- to take responsibility for the project
- to strive for the best results
- to share the workload equally within the team
- to communicate well with their tutors

Project results are evaluated by academic and corporate supervisors. Students write a report and give an oral presentation, both as a group.

On February 17, 2021, the CEMS course Business Project (BP) for the Summer Term 2019/2020 was launched. 9 CEMS Corporate partners together with VSE representatives gathered to introduce 9 BP topics to 36 CEMS students. All BPs were run online.

Cross-Border Business Projects

This year (just like in 2021 - 2019), two cross-border business projects were run:










- x-border Business Project with Google – 6 students from 3 CEMS universities – VŠE, CUB (Corvinus University Budapest) and LSE (London School of Economics) worked on the topic ‘Diversity, Equity & Inclusion Strategy for Google Czechia’.
- x-border Business Project with Hilti – 6 students from 3 CEMS universities – VŠE, CUB (Corvinus University Budapest) and SGH (Warsaw School of Economics) worked on the topic ‘Jobsite Productivity Increase through Reality Capture - Outset Situation and Outlook for Central Europe’.



BP final presentations

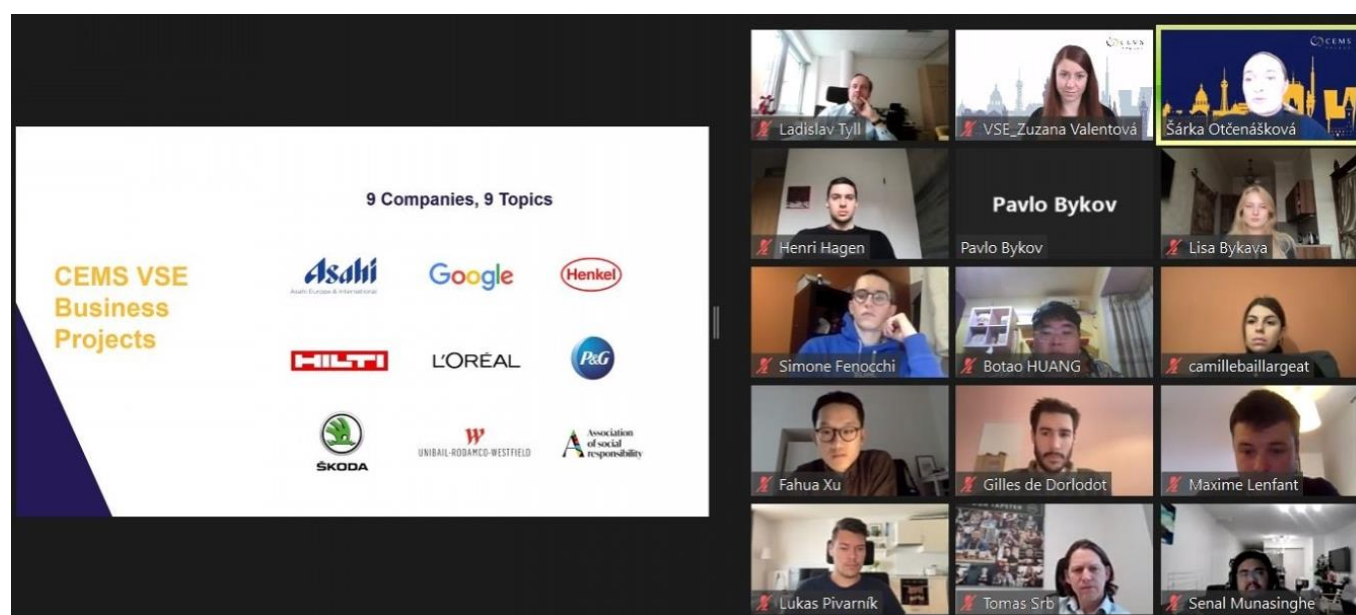


In AY 2021/2022 9 international CEMS student teams presented the following topics:

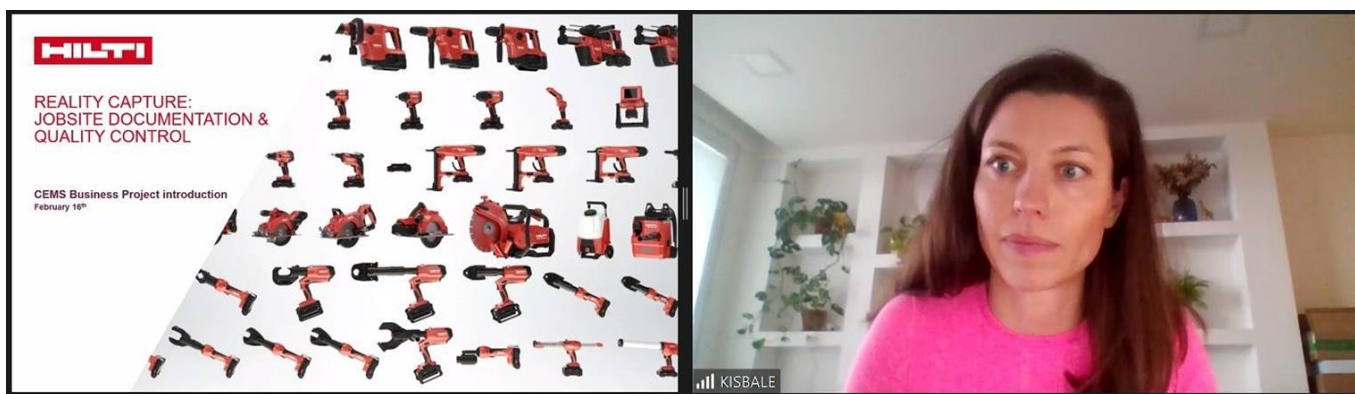
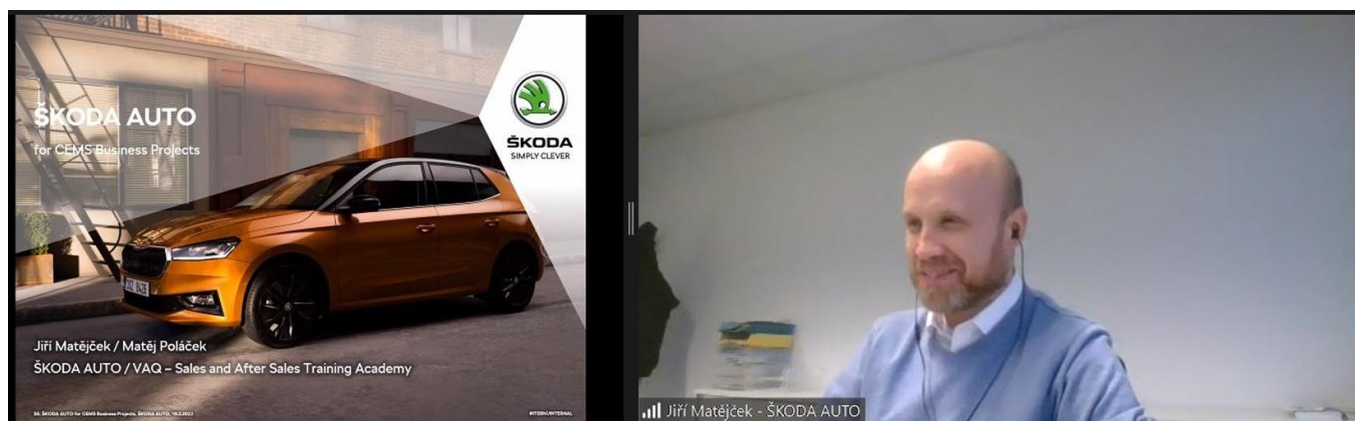
Company	Topic 2022
 Asahi Europe & International	Retail Asset Compliance and Tracking
	Diversity, Equity & Inclusion Strategy for Google Czechia
	Nature Box Boost Project – How to Double its MS% on CZ Market
	Jobsite Productivity Increase through Reality Capture - Outset Situation and Outlook for Central Europe
	E-commerce Acceleration of Beauty Business
	Sustainable POS / How to Win In-store via Sustainable Solution
	Artificial Intelligence in Training
	Omnichannel Strategy of Brick and Mortar Retail in Action
	Design of Robust ESG Performance Ranking of Czech Companies

[Photogallery – Final Presentations on May 20, 2022](#)

[Photogallery – Opening Presentations on February 16, 2022](#)



BP kick-off presentations



BP kick-off presentations

5. LECTURES

Course	Term	Company	Guest speaker	Position	Topic
Critical Thinking in Futurology	Term 1 + 2	Deloitte	Senta Čermáková	Director, Brand & Strategic Innovations	Senta is in charge of the whole course each term. This course was launched based on her initiative.
International Marketing	Term 1	Plzensky Prazdroj	Kristyna Tereková	Senior Brand Manager New Categories	Semestral Project
Global Leadership	Term 2	Coca-Cola HBC	Helena Taxová 11/04/2022	E-Commerce & Aggregators Director Europe (CEMS alumna)	Change Management

6. VSE AND ASAHI WINS BUSINESS PROJECT OF THE YEAR 2021

In collaboration with our corporate partner Plzensky Prazdroj and their HQ ASAHI Europe & International (hereinafter Asahi), Prague University of Economics and Business (VSE) has won the Business Project of the Year for the project Crowdsourcing for Retail Store Compliance. Every year, all 34 CEMS schools nominate a Business Project for the CEMS Business Project of the Year competition. The jury comprised of CEMS academic directors then decides on the top five Business Projects, from which the winning one is chosen based on the comprehensive reports which have to be submitted additionally.

VSE has always been among the top universities in this “competition” but has not made it to the victory. We are very pleased that we have achieved this success this year. The Programme Subcommittee was united in its opinion of the high quality of the project and the impact the student team managed to deliver to the company.

The award was announced during the CEMS Virtual Annual Meeting on December 17, 2021, taking place virtually due to global pandemics.

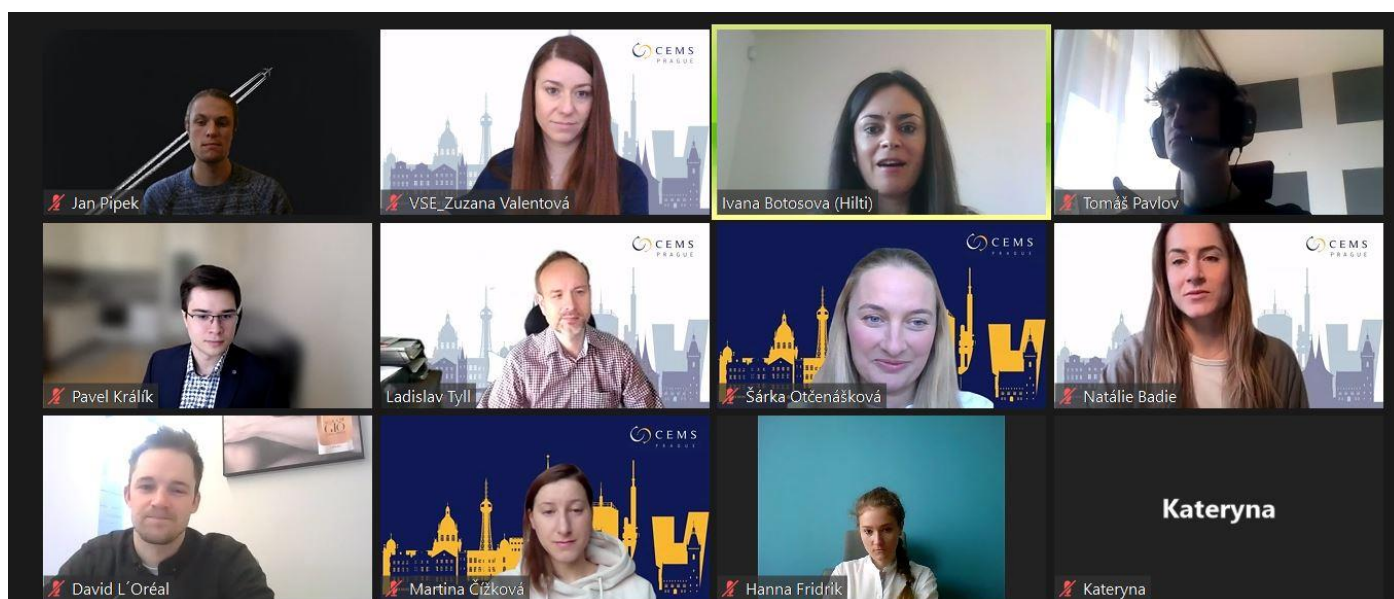


7. ONLINE ASSESSMENT CENTRE

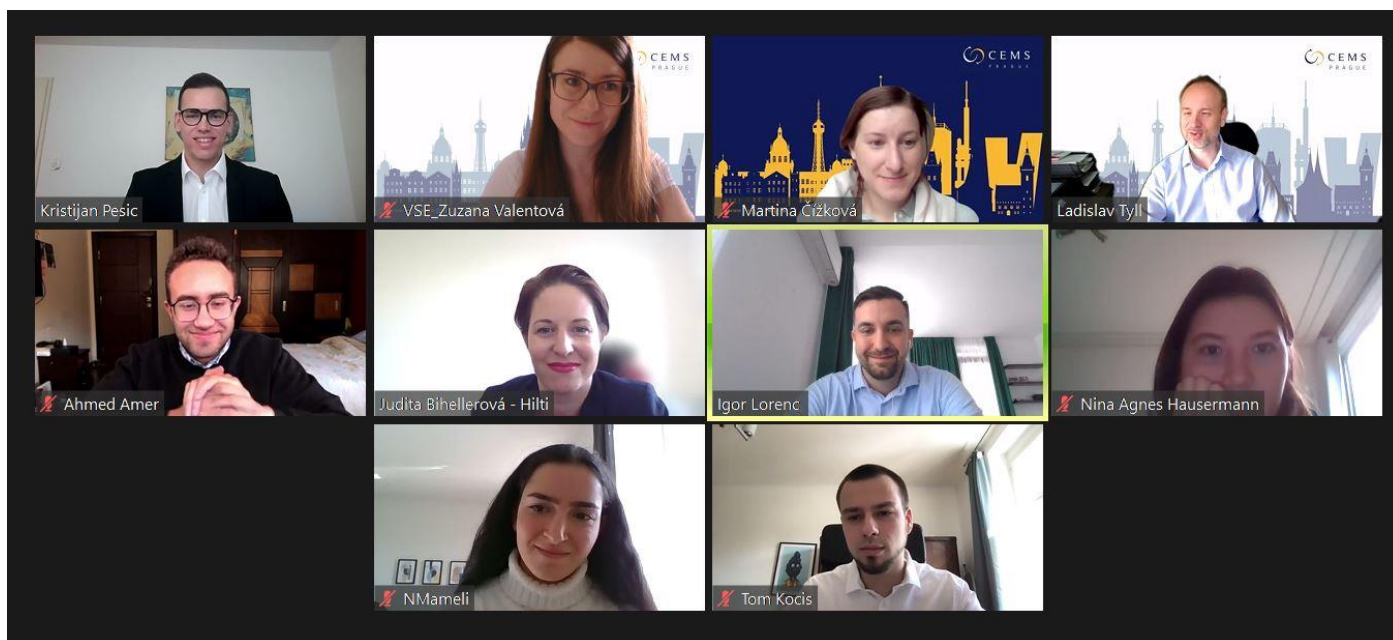
CEMS office switched personal AC to an online AC (already in 2020) and examined 87 students who advanced to the 2nd round. Within eighteen 3-hour online sessions (March 7 – 18, 2022 /1st intake/, May 6 - 13, 2022 /2nd intake/), 15 representatives of the companies Plezensky Prazdroj and its mother company ASAHI, Hilti, L'Oréal, Procter & Gamble, Simon – Kucher & Partners, Škoda Auto, and Unibail-Rodamco-Westfield helped to choose the best CEMS students (some of them repeatedly).

Following the submissions procedure of the 1st round (1st and 2nd intake), 87 students advanced to the 2nd round of the admission procedure and thus participated in the CEMS assessment center. There was a psychologist, 3 members of the CEMS office, usually 2 company representatives and 4-5 students per specific 3-hour online time slot. Students are assessed through many perspectives – how they work individually, in groups, their motivation, behavior in stressful situations, responsibility, flexibility, self-confidence and communication skills. Students also have to pass the logical test. At the end of the session, each student passed interview with the CEMS office. After careful consideration, 57 of the original 87 participants were admitted; 37 students decided to study at our university.

CPs participation in AC 2022	
Věra Karlová	Asahi
Ivana Botošová	Hilti
Judita Bihellerová (CEMS alumni)	Hilti
David Dvořák	L'Oréal
Jana Slezáková	L'Oréal
Miroslav Macíček	L'Oréal
Zsuzsanna Olajos	P&G
Jiří Urban (CEMS alumni)	Plezensky Prazdroj
Michal Alinski (CEMS alumni)	Simon-Kucher&Partners
Pavla Zahradníčková	Škoda Auto
Petra Špetlíková	Škoda Auto
Igor Lorenc	URW
Karolina Šustrová (CEMS alumni)	URW
Martin Kotrba (CEMS alumni)	URW
Nadia Adullaeva (CEMS alumni)	URW



CEMS AC – Ivana Botošová, Hilti, and David Dvořák, L'Oréal



CEMS AC – Judita Bihellerová, Hilti, and Igor Lorenc, Unibail-Rodamco-Westfield

8. MEETINGS WITH CEMS CORPORATE PARTNERS

Annual meeting with Škoda Auto – November 29, 2021 – Marketa Jarosova, (Universities Cooperation Coordinator) - successor, Adéla Opekarová (HR Marketing & Communications) – leaving for her maternity leave.

Annual review meeting with Hilti – March 7, 2022 – Ivana Botosova (HR Manager) – new contact person for CEMS.

Partnership introduction meeting with Procter & Gamble – March 11, 2022 - introducing CEMS activities with the focus on her role in the upcoming CEMS assessment centre to Zsuzsana Olajos (HR Manager Czech Republic & Slovakia).

Partnership cooperation with Simon – Kucher & Partners – April 22, 2022 – Michal Alinski (Senior Consultant & CEE Country Expert | Healthcare and Life Science, CEMS alumnus) based in Poland, visited VSE to consult possible cooperation with CEMS.

Partnership continuation with Škoda Auto – April 28, 2022 – Marketa Jarosova, (Universities Cooperation Coordinator), and Tomas Geist (Employer Branding Coordinator).

Partnership introduction meeting with Makro – May 5, 2022 - introducing CEMS activities to Lada Duchonova (Senior Manager Learning).

Annual review meeting with Plzensky Prazdroj/Asahi – May 11, 2022 – Tomas Srb (Head of HR - AEI Hub at Asahi Europe & International), Vera Karlova (Talent Acquisition Business Partner).

EVENTS ORGANISED BY CEMS CLUB PRAGUE

TERM 1

1. CEMS WELCOME EVENT

The CEMS Opening Event at Academic Club at VSE was a successful kick-off of the winter semester. On Monday, September 13, 2021, 45 students from the CEMS Prague cohort gathered together with representatives of BCG, Google, L'Oreal, Procter & Gamble, Škoda Auto, and Unibail-Rodamco-Westfield, in order to celebrate the beginning of the term and get to know each other better. The event was greatly sponsored by CPs as well.



2. ROTATION DINNER – GOOGLE, ŠKODA AUTO

On October 27, 2021, CEMS Club Prague organized the rotation dinner. The principle of the event was simple: we had 3 separate tables and by each table was a representative from either Google or Škoda Auto, who were the main partners of this event. This concept is pretty well-known, so the CP team has decided to come up with a twist to show that even such a traditional concept can be done in a more funny and responsible way. Therefore we have partnered with “Kavárna Bílá Vrána”, where people with mental or physical disabilities are employed. Therefore we have started the event with a short introduction of the venue as well as a short workshop to spread awareness about the people with disabilities and how we can help them. We can proudly say that this was pleasantly accepted from the cohort and from CPs as well, who then decided to choose this venue for their catering just to help those people.



3. CSR PANEL DISCUSSION – ACCENTURE, COCA-COLA HBC, L'ORÉAL, P&G

November 18, 2021 - People around the globe strongly depend on the FMCG sector in their everyday lives. Yet today, global tensions are rising, climate change, sustainable consumption, new activist movements. It is hard to navigate through all the information. That is why CEMS Club Prague organized CSR Panel Discussion about sharing knowledge and future outlook on the FMCG sector itself. The panellists were Miroslav Macicek (L'Oréal), Ladislav Jelen (Coca-Cola HBC), Barbora Kratochvilová (P&G), CEMS alumnus Karel Kotoun (Accenture, Green0meter), and CEMS alumna Marketa Svobodová (IKEA), who also moderated this fruitful discussion.





TERM 2

4. OPENING EVENT

The opening event of the semester took place on February 15th. This event, while held online, was rather successful as we experienced a great participation not only from students, but also from corporate partners who had a chance to present their companies to the participants.

5. PRAGUE REUNION - NETWORKING EVENT – HILTI, GOOGLE, P&G, URW

Yet another international initiative was Prague Reunion, one of the biggest reunions in the CEMS Alliance. CEMS Club Prague invited 11 CEMS Clubs to come to Prague and explore the amazing CEMS spirit. 6 CEMS Clubs confirmed and joined the event where more than 150 CEMSies flew to Prague and enjoyed their time with other CEMSies. Among the clubs that joined the initiative, most of the participants represented CEMS Club Rotterdam, CEMS Club Budapest and CEMS Club Louvain. Throughout this time more than 14 events were organized including City & Campus tours, Beer tasting, Boat trip, Visit to the medieval castle Karlštejn outside of Prague, Running Cocktails, Pub Crawl, Brunch, Bonding activities, Corporate Event and more.

On March 18, 2022, the corporate team prepared a networking event the magnitude of which was never done before. With a great turnout, Hilti, Google, P&G, and URW had the chance to present and get to know students from 6 different CEMS cohorts at the Academic Club.



For organizing this event, CEMS Club Prague won 2nd place in the category Corporate Networking. The award was announced during the CEMS Club Conference in Stockholm in October 2022.



CEMS Club Awards - Corporate



CEMS Club Conference - October 2022, Stockholm

4

Organized by  CEMS STUDENT BOARD

6. ALUMNI ROTATION DINNER – HILTI, L'ORÉAL, P&G

On March 30, 2022, students had the chance to meet CEMS alumni and corporate partners from Hilti, L'Oréal and P&G over a tasty dinner. This event took place at social enterprise Bistro Střecha. Participants switched tables after each course which allowed everyone to have interesting conversations with many others.

7. CHARITY RUN FOR NGO NEÚNAVNÍ SPONSORED BY URW

As in the previous semester, CEMS Club Prague prepared a Charity run for the NGO Neúnavní, led by CEMS Prague Alumni Petr Homolka. This event took place from March 15 – May 15, 2022, and was supported by our corporate partner Unibail-Rodamco-Westfield. Not only did URW contribute financially, but they also participated in the running itself and all runners managed to collect 1800 km.

8. MALL VISIT URW

During the visit to Westfield Chodov on April 11, 2022, students had the chance to experience this shopping center from a business perspective. The event started with a nice breakfast and a presentation regarding two main departments of Westfield Chodov - Operations and Leasing. After that, URW prepared a tour of the shopping mall.



9. CEMS GALA – HILTI, L'ORÉAL, P&G

May 20, 2022 - P&G, Hilti and L'Oréal contributed and participated to the 2022 CEMS Club Prague Gala, which confirmed the many opportunities that are available for outgoing CEMS students at the top employers. With small presentations and opportunities for networking, the Gala was a highlight closing event where students and professionals came together.

