

# Cooperation Between CEMS Corporate Partners and CEMS at VSE

AY 2022/2023



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## CEMS VSE MAIN CORPORATE PARTNERS:



## CEMS CORPORATE PARTNERS:



## EVENTS ORGANIZED BY CEMS VSE OFFICE

### 1. BLOCK SEMINAR

The academic year 2022/2023 for the new CEMS class at the Prague University of Economics and Business (VSE) has been kicked off with the Block Seminar, which was held on September 5 – 9, 2022. The Block Seminar is a compulsory part of the CEMS MIM curriculum. An attractive topic “Way to sustainability – define the strategy for our future car fleet” has been prepared in cooperation with the CEMS corporate partner HILTI, for a group of 33 CEMS students of 15 nationalities coming from 10 CEMS partner universities.

The whole seminar has been supervised by Ladislav Tyll, MBA, PhD, CEMS Academic Director, Ivan Balogh, Assistant Professor at the Department of Strategy at the University of Economics and Business, Prague, Raul Garcia-Rodrigues, Risk Advisory Directory from Deloitte, Karel Kotoun, Strategy & Consulting Lead with Accenture, and for HILTI they were Jan Radil, General Manager and Head of Eastern Europe, Santiago Angrehs, CFO for Sub-Region Eastern Europe, Judita Bihellerová, HR Director, Ivana Botošová, HR Manager, Juraj Magál, Project Manager, Mario Denmark, Area Sales Manager, and Jan Verner, Head of Solution Selling.

The rich programme required the students to understand the corporate CO2 emission calculation methodology, evaluate the project's actual impact on the environment, calculate the overall cost benefits analysis of e-vehicles, classify the impact of different stakeholder groups on the company, pursue a stakeholder analysis including stakeholder's management, analyze the existing situation and suggest a new perspective solution and identify risks and potential weaknesses of this solution.

On the very first day of the Block Seminar, a visit to HILTI's office outside of Prague was scheduled as an introduction to the company values and insights and problem definition to deepen the students' knowledge to get the best project outputs and feasibility. From then on, the students attended lectures and get-togethers to work on the project in teams to get ready for the presentation day.

On the last day of the seminar, 6 student teams turned their week-long efforts into final presentations that they delivered before a jury made of HILTI and VSE representatives, who then announced the winners after their deliberations. This time, the jury decided that two teams deserved to emerge as winning – teams 2 and 4, whose members were Miriam Kastner, Niels Hörber, Lina Trujillo, Noémi Lehoczky, Pavle Stamenic and Jan Budinský for Team #4, and Alban Gagnaux, Perrine Fitoussi, Julia Roedel, Nils Breuer, Jane Freiha and Mathieu Bonnet for Team #2.

The Block Seminar was wrapped up by a sit-down dinner in Hotel Grandium, where the winning teams were awarded.

Last two years (2021 and 2020), the Block Seminars were organized by another CEMS corporate partner Škoda Auto, on the topics “Digital Customer Journey in the Automotive Industry – New Challenges”, and “eMobility growth plan in EU or worldwide.”. In 2019 and 2018, Plzeňský Pradzoj organized the Block Seminars, the covered topics were “Managing Consumer Experience in Pubs and Restaurants through Digital Technologies for Plzeňský Pradzoj”, and “Propose a 2025 HORECA Innovation Program for Plzeňský Pradzoj”.

In case of your interest, see the [photo gallery](#). The article about the past BS was published [here](#). More information about the past Block Seminars can be found on this [website](#).



*BS – Jan Radil, General Manager at HILTI, CEMS alumni*



*BS – Programme for students by HILTI*

## 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. Simon-Kucher & Partners – Launching the Next Generation of Digital Solutions in the Healthtech Industry, Oct 7, 9 am – 1 pm, at VSE, capacity 16
2. Procter & Gamble – Psychology of Shoppers Applied to Communication Materials, Oct 13, 9 am – 5 pm, in the company, capacity 16
3. Accenture – Trends and lessons from enterprise modernizations & transformations, Oct 14, 9 am – 1 pm, in the company, capacity 16
4. KEARNEY – Interactive Case Study – Hydroponics Farm, Oct 21, 1 – 5 pm, in the company, capacity 16
5. ASAHI – Organizational Design, Nov 10, 9 am – 1 pm, in the company, capacity 10
6. Unibail-Rodamco-Westfield – Negotiation Techniques, Nov 11, 9 am – 5 pm, in the company, capacity 10
7. HILTI - Discover Systematic Account Development in HILTI, Nov 24, 9 am – 5 pm, in the company, capacity 16



*Skill Seminar with ASAHI*



*Skill Seminar with P&G*





*Skill Seminar with KEARNEY*



*Skill Seminar with HILTI*

## Term 2

1. Plzeňský Pradzoj – Business Communication, March 9, 9 am – 1 pm, in the company, capacity 15 (0,25 ECTS)
2. Škoda Auto – Brand Strategy, March 10, 8:15 am – 5 pm, in the company, capacity 15, (0,5 ECTS)
3. Unibail-Rodamco-Westfield – Negotiation Techniques, April 13, 9 am – 5 pm, in the company, capacity 10 (0,5 ECTS)
4. L'Oréal – Building Personal Skillset for Sustainable Success, April 14, 9 am – 5 pm, in the company, capacity 15, (0,5 ECTS)



*Skill Seminar with Plzensky Pradzoj*



*Skill Seminar with L'Oréal*



*Skill Seminar with Skoda Auto*



*Skill Seminar with URW*

In case of your interest, see the photo gallery – Skill seminars [Term 1](#), [Term 2](#).

### 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:

November 22, 2022: HILTI – Judita Bihellerova (CEMS alumna), L'Oréal – Ema Gregorová, Miroslava Staňková

January 31, 2023: HILTI – Judita Bihellerova (CEMS alumna), URW – Gontran Collin (CEMS alumnus)

March 27, 2023: L'Oréal – Nikola Lomenčíková (CEMS alumna), Adéla Gruberová (CEMS alumna)

### 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.

In AY 2022/2023 8 international CEMS student teams (30 students) presented the following topics:

Company	Topic 2023
 Asahi Europe & International	Enabling Beer as a Service   Creating New Business Model for Barnie Beer Tap
	Design a Strategy for a Pharmaceutical Distribution of Medicinal Cannabis Products in Switzerland and the Czech Republic
	Transformation of Digital Marketing in an Uncertain Macroeconomic Environment - Analysis of Key Shaping Forces and Strategic Recommendations for Google's Marketing in Czechia
	Customer Awareness of Hilti Lifetime Services
	E-commerce Acceleration of Beauty Business
	Distribution Costs Allocation to Products & Distribution Efficiencies Identification
	Subscription Model
	Customer Experience Elevation - Definition and Business Model



BP – Opening Presentations



BP – Opening Presentations

## Cross-Border Business Projects

This year (just like in 2022 - 2019), two cross-border business projects were run:

- x-border Business Project with Google – 6 students from 3 CEMS universities – VSE, CUB (Corvinus University Budapest) and LSE (London School of Economics) worked on the topic 'Transformation of Digital Marketing in an Uncertain Macroeconomic Environment - Analysis of Key Shaping Forces and Strategic Recommendations for Google's Marketing in Czechia'.



- x-border Business Project with HILTI – 6 students from 3 CEMS universities – VSE, CUB (Corvinus University Budapest) and SGH (Warsaw School of Economics) worked on the topic ‘Customer Awareness of HILTI Lifetime Services’.



BP – Final Presentations



BP – Final Presentations

In case of your interest, see the photo gallery – [Opening Presentations](#), [Final 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	L'Oréal	Lukáš Saitz	General Manager – L'Oréal CPD - Czech Republic, Hungary & Slovakia	Semestral Project – International Strategy of the Brand Garnier
Global Leadership	Term 2	The Coca-Cola Company	Helena Taxová	Director Global Experimentation at Scale, ESG/Innovation (CEMS alumna)	Change Management
Green and Sustainable Ecosystems	Term 1 + 2	Accenture	Karel Kotoun	Strategy & Consulting (CEMS alumnus)	Lecture about circularity and its impacts and integration into business including a workshop focused on circularity of toys
Green and Sustainable Ecosystems	Term 1 + 2	Deloitte	Raul García	HR Transformation S-Latam	Lecture about the integration of UN's SDGs into business operations across different sectors and explain students how the sustainability

Course	Term	Company	Guest speaker	Position	Topic
					teams in consulting operate and how does their job look like
Green and Sustainable Ecosystems	Term 2	Škoda Auto	Lubos Vnenk, Petr Berny, Jakub Heller	HR Transformation S-Latam	Project focused on the future outlook of the dynamically changing Fleet Segment of Škoda Auto and the potential implications of electromobility on the existing business model

## 6. ONLINE ASSESSMENT CENTRE

CEMS office examines applicants, who advance to the 2<sup>nd</sup> round, during the assessment centre. Within fourteen 3-hour online sessions (March 14 – 17, 2023 /1<sup>st</sup> intake/, May 4 - 11, 2023 /2<sup>nd</sup> intake/), 10 representatives of the companies Accenture, Asahi, Google, HILTI, L'Oréal, Procter & Gamble, and Unibail-Rodamco-Westfield helped to choose the best CEMS students (some of them repeatedly).

Following the submissions procedure of the 1<sup>st</sup> round (1<sup>st</sup> and 2<sup>nd</sup> intake), 77 students advanced to the 2<sup>nd</sup> round of the admission procedure and thus participated in the CEMS assessment center. There are usually 3 members of the CEMS office, 1 - 2 company representatives and 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, 52 of the original 77 participants were admitted; 38 students decided to study at our university.

CPs participation in AC 2023	
Karel Kotoun (CEMS alumni)	Accenture
Věra Karlová	Asahi
Chinh Cong Nguyen (CEMS alumni)	Google
Ivana Botošová	HILTI
Ema Gregorová Miroslav Macíček	L'Oréal
Daria Konovalova	P&G
Martin Kotrba (CEMS alumni) Barbora Sádlová (CEMS alumni) Zaruhi Hautyunyan (CEMS alumni)	URW

## 7. CEMS ROUND TABLE 2022 WORKSHOP

A sit-down of representatives of the Master in International Management (CEMS) Programme taught in English at the Faculty of Business Administration took place at the "Round Table" moderated joint workshop on September 22, 2022.

Being well aware that the long-term development of the programme is only sustainable if all stakeholders participate, the programme management yet again took the opportunity to organize a face-to-face event that would react flexibly

to the current situation and future challenges and lay on the table fresh suggestions and ideas leading to solutions to further enhance the CEMS Programme in the Czech Republic.

The 3-hour event moderated by the programme's Academic Director, Mr Tyll, brought together the corporate partners from HILTI (Judita Bihellerová), Asahi Europe & International (Tomáš Srb), L'Oréal (David Dvořák) and Unibail-Rodamco-Westfield (Martin Kotrba), students Marsela Bebic, Melina Plietker, Marianna Sargsyan and Nadine Weber, alumni Natalie Badie, Karel Kotoun and Marek Moravec, and for teaching staff they were Daniela Pauknerová, Marek Hudík, Heřman Kopkáně and Martin Lukeš. To introduce an unbiased perspective, an external guest was invited to put in an appearance – the CEO at Talent'em, Michal Vydržel.

The workshop kicked off with the initial address covering the implementation of the outcomes of the previous Round Table and the current standings of the local chapter of the CEMS Programme delivered by Mr Tyll. After that, the attendees split up into homogenous groups of CPs, alumni, students and teachers to identify noticeable trends that were of particular concern to them and that they felt needed to be translated into the future concept of the Programme. Some of the trends that resonated most with all the groups were digitalization, responsibility, humbleness, long-life learning and the fact that the concept of being employed is changing.

In the second run, the corporate partners, students, alumni and teachers, now divided into mixed-up teams, engaged in discussion to suggest applicable improvements to the programme which would reflect and leverage on the identified trends while simultaneously keeping them aligned with broader stakeholders' expectations. The last point is usually the most tricky, as different stakeholder groups have different perspectives and expectations.

With many at play, two made the final cut. First, an even bigger level of engagement of students in the in-class teaching process and improved peer feedback when working in groups. The second was a call for training students in virtual team collaboration competencies. To serve the second suggestion, the cross-school projects and courses seem to be the means highly appreciated by all the stakeholders.

In addition to feedback and the introduction of virtual teams across the whole CEMS, the topic of a responsible way of business and ESG kept winding through the entire event as a common thread – an issue the management of the local chapter of CEMS will not turn a deaf ear to and will try and find an effective and feasible way to incorporate it into its curriculum along with the other suggestions even more.

CPs participation in Round Table 2022	
Judita Bihellerová	HILTI (CEMS alumni)
David Dvořák	L'Oréal
Martin Kotrba	Unibail-Rodamco-Westfield (CEMS alumni)
Tomáš Srb	Asahi Europe and International



In case of your interest, see the [photo gallery](#).

CEMS Round Table

## 8. MEETINGS WITH CEMS CORPORATE PARTNERS

January 9, 2023 – Personnel annual meeting with Asahi and its mother company Plzeňský Pradzoj – Tomáš Srb (Head of HR - AEI Hub at Asahi Europe & International), Věra Karlová (Talent Acquisition Business Partner), Ivana Pavlíčková (Head of Talent Management CZ&SK), and the new contact person Radka Tichá (HR Recruiter at Plzeňský Pradzoj).

February 16, 2023 – Personnel annual meeting with Škoda Auto – Markéta Jarošová (Universities Cooperation Coordinator) and Martina Richterová (Specialist in Cooperation with Universities).

June 22, 2023 – Personnel meeting - new contract conditions - Věra Karlová (Talent Acquisition Business Partner), Ivana Pavlíčková (Head of Talent Management CZ&SK), and the new contact person Radka Tichá (HR Recruiter at Plzeňský Pradzoj).



## EVENTS ORGANISED BY CEMS CLUB PRAGUE

### TERM 1

The corporate department decided to organize four corporate exclusive events, namely the Opening Gala, Case Cracking Night, Breakfast & Coffee Corporate and the CEMS exclusive recruiting event. Moreover, the corporate department also contributed to the organization and financing of the closing gala as well as supported the initiative of the CSR committee.

#### 1. CEMS OPENING GALA

When: 22/09/2022

Where: Botanique Hotel Prague

Number of students: +/- 50 students

CPs participation in Opening Event	
Karel Kotoun (CEMS alumni) Martin Paulina (CEMS alumni) Sebastian Plešr (CEMS alumni)	Accenture
Quang Long Veronika Krolupperová	Asahi
Ivona Fojtíková	Henkel
Judita Bihellerová (CEMS alumni) Aliaksandra Šrámková (CEMS alumni)	HILTI
Adéla Gruberová (CEMS alumni) Nikola Lomenčíková (CEMS alumni)	L'Oréal
Angelina Fistein (Nasonenko - CEMS alumni) Pavel Bělehrádek	McKinsey&Company

The opening gala marked the beginning of the semester. The corporate partners were able to do a presentation in front of all the CEMS students and alumni. Furthermore, to create a relationship between students and corporates, a special setup was organized which enabled the students to talk to the corporate partners for a specific time and then were encouraged to move to another table to talk to other partners. This event was accompanied by a catering and was partly sponsored by Plzeňský Pradzoj, which provided the beers, Coca Cola HBC which provided the soft drinks, and Google which paid for the premium promotion package.



*CEMS Opening Gala*

## 2. ALUMNI SPEED-DATING

When: 08/11/2022

Where: VSE

In the format of Alumni Speed Dating, current CEMS students got the chance to ask questions and alumni were able to share their unique experience and make an impact, by providing their professional advice. Three of alumni were also CPs representatives (Accenture, Kearney and URW). The concept was designed to give the students the opportunity to interact with as many graduates as possible in a short time.

CPs participation in Alumni Speed Dating	
Karel Kotoun (CEMS alumni)	Accenture
Zdeněk Vaniš (CEMS alumni)	Kearney
Berta Šimonová (CEMS alumni)	URW



*CEMS Alumni Speed Dating*



*CEMS Alumni Speed Dating*

### 3. BREAKFAST & COFFEE WITH L'ORÉAL and UNIBAIL-RODAMCO-WESTFIELD

When: 10/11/2022

Where: L'Oréal & Unibail-Rodamco-Westfield offices

Number of students: 23 students (12 L'Oréal & 11 URW)

Corporate partners: L'Oréal & Unibail-Rodamco-Westfield

CPs participation in Breakfast & Coffee	
Nikola Lomenčíková (CEMS alumni)	L'Oréal
Gontran Collin (CEMS alumni)	URW
Zaruhi Harutyunyan (CEMS alumni)	
Martin Kotrba (CEMS alumni)	
Berta Šimonová (CEMS alumni)	

Breakfast&Coffee with Corporate was a workshop event meant to immerse the students in the corporate daily lives in an informal way. The students were divided in two groups. Depending on their initial selection they either travelled to L'Oréal or to Unibail-Rodamco-Westfield offices. In both cases they were able to enjoy organized workshops and presentations while having breakfast.



*Breakfast & Coffee with L'Oréal*



*Breakfast & Coffee with L'URW*

#### 4. EXCLUSIVE RECRUITING EVENT

When: 02/12/2022

Where: VSE

Number of students: 26 students

Corporate: HILTI, Škoda Auto, URW

Exclusive Recruiting Event	
Zaruhi Harutyunyan (CEMS alumni) Marketa Zikova	URW
Megi Domi (CEMS alumni) Pavčina Zahradníčková	Škoda Auto
Ivana Botošová Aliaksandra Šrámková	HILTI

The biggest event of the corporate department was the recruiting event. This event consisted of a negotiation workshop by URW and a job fair with HILTI and Škoda Auto, where students had the great opportunity to discuss potential internship positions.

#### 5. ANCIENT CLOSING GALA

When: 16/12/2022

Where: Klub Futurum, Prague 5

Number of attendees: 120 people

Corporate: Asahi, Google, HILTI, L'Oréal, P&G, URW

Ancient Closing Gala	
Quang Luong	Asahi
Tomas Nguyen	Google
Judita Bihellerová Aliaksandra Šrámková	HILTI
Adéla Gruberová Nikola Lomenčíková Adrii Ponomarenko	L'Oréal
Orsolya Czece Daria Konovalova	P&G
Nadiia Abdullaeva Gontran Collin Barbora Sadlova	URW



The closing gala was in majority organized by the social team. The corporate partners were thanked multiple times during the event for their collaboration throughout the semester however they adopted rather a passive role and enjoyed the party. Catering, photo booth and a tombola were provided. The tombola served as an opportunity to help a CEMS Prague alumni, Kate Zhuzha, and her action to help Ukraine. The closing gala was partially sponsored by Google and Plzeňský Pradzoj, which provided the beers and soft drinks.



*The traditional networking event at the end of the Term 1, this year's topic was the Night of Greek Gods and Goddesses.*

Link to the [CEMS Gala Pictures](#) and [the article](#).



# CEMS Closing Gala

FRI, 19TH MAY, 7:30 PM  
Location: Vila Štvanice

We would like to warmly invite you to share this special evening with us

## Term 2

### 6. OPENING EVENT

The CEMS Opening Event at the Academic Club at VSE was a successful kick-off of the Summer Term. On February 28, 2023, 48 students from the CEMS Prague cohort gathered together with representatives of Asahi, HILTI, P&G, Unibail-Rodamco-Westfield, and Google in order to get to know each other better.

Corporate partners had a chance to introduce their companies to students, and informal networking followed.

### CEMS Opening Event



We hope that you had a wonderful start to the year and would like to take this opportunity to:

- **introduce ourselves**



**Simon Senčar**  
Head of CCP  
Corporate Relations

I am a first-year CEMS Prague home student returning from my exchange semester at the University of St. Gallen. I gained valuable insights and hands-on experience in the consulting industry through my internships at E&Y and PwC.

I am a first-year CEMS Prague home student, currently working as a consulting intern at Accenture. Last semester, I attended the Louvain School of Management in Belgium for my semester abroad.



**Marek Lelký**  
Head of CCP  
Corporate Relations

- **invite you to the CEMS Opening Event** which marks the official opening of the semester



February 28<sup>th</sup>, 2023 from 7pm



Restaurace AK VŠE (Akademický klub),  
Náměstí W. Churchilla 4, 130 67 Praha 3  
Italská budova 3. patro, (vchod z ulice Italská)



The CEMS Opening Event aims to welcome new students and introduce them to our Corporate Partners. We would appreciate your participation, as it is one of the most important and largest events of the upcoming semester. It is also a unique chance to meet and network with 60 - 80 CEMS students and CEMS alumni! To make it even more beneficial for both students and you, we offer the possibility of doing a short (max. 3 minutes) company introduction.

This invitation includes up to 2 people, and the price for attending the event is **700 CZK** per person. However, we would be happy to welcome one of your attendees for free as we value our past collaboration. The entrance fee includes refreshments and a chance to meet and chat with our students through "networking speed dating."

Opening Event

### 7. ALUMNI SPEED DATING

When: 08/11/2022

Where: VSE

In the format of Alumni Speed Dating, current CEMS students got the chance to ask questions and alumni were able to share their unique experience and make an impact, by providing their professional advice. One alumna was also CPs representative (L'Oréal). The concept was designed to give the students the opportunity to interact with as many graduates as possible in a short time.

CPs participation in Alumni Speed Dating	
Maria Sochorová (CEMS alumni)	L'Oréal





Alumni Speed Dating

Link to the [Photo gallery](#).

## 8. INDUSTRY SPEED-HIRING

On April 12, 2023, CEMS Club Prague organized a completely new event – Industry Speed Hiring. Attending students had the opportunity to see how hiring at different companies works and try their luck in interviews with corporate partners Accenture and Asahi. On top of that, Accenture provided students with interesting insights during a workshop on Performance management. In total, 13 students participated in the event, 5 students engaged with Asahi in an official graduate positions screening, and 8 students underwent an online assessment followed by real interviews with Accenture with a possibility to land an internship offer!

### CEMS INDUSTRY SPEEDHIRING



We hope that you are having a successful year and would like to invite you to the second event of this semester:

#### INDUSTRY SPEEDHIRING

Since we want our students to get to know you better, we encourage you to take part in this event and persuade some students to join your company through:

1. **Mock (or real) interview / assessment center**
  - Show your hiring process or a part of it to interested students!
  - In case of success, offer them an internship straight away! Or at least schedule a real interview afterwards. All in all, it is a positive motivation for students!
2. **Workshop / Discussion**
  - If you are not interested in (mock) interviews, we will be happy to have a workshop from you on any given topic (it might be case cracking, internship opportunities, soft/hard skill masterclass)
  - It does not have to be connected with learning only, bring your experts and engage in a constructive debate with our students.

Students will register for interviews/ workshops with a company of their choice on a first come – first served basis, so that the engagement is meaningful for both parties.

sing Cole



April 12<sup>th</sup>, 2023, 16:00 – 21:00



Premises of VSE (rooms TBA)

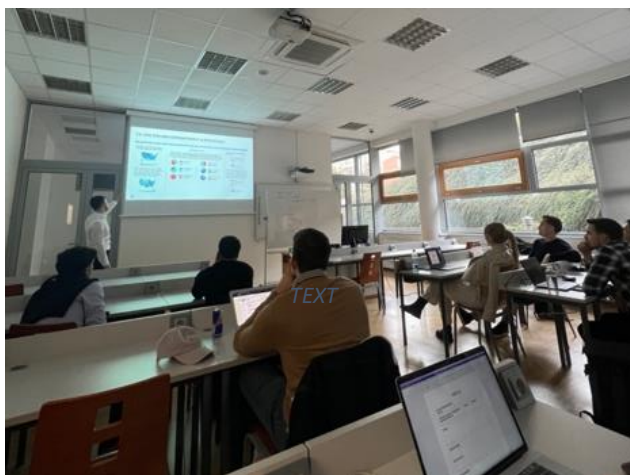
#### Preliminary time schedule & capacity

16:00 - 18:00 – 2 slots for workshops (60 minutes each) – 1 room available

18:15 – 19:15 – slots for speedhiring and workshops – 6 rooms available

19:30 – 21:00 – slots for speedhiring - 6 rooms available

21:00+ - informal part of the program (TBA)



Industry Speed Hiring	
Věra Karlová Quang Luong	Asahi
Ľuboš Mikolasik Karel Kotoun (CEMS alumni) Martin Paulina (CEMS alumni) Sebastián Plešr (CEMS alumni) Alexander Vasec	Accenture

Link to the [Photo gallery](#).

## 9. PLZEŇSKÝ PRADZROJ VISIT

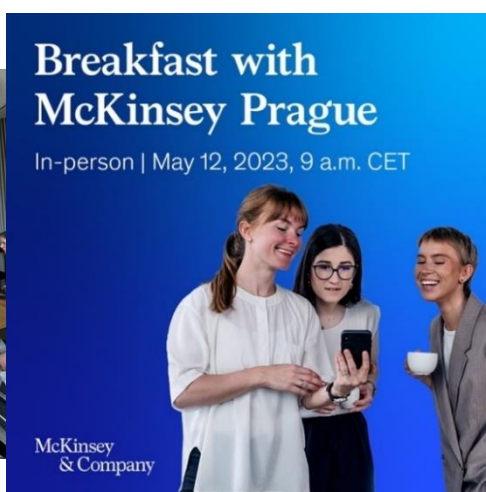
On April 28, 2023, 13 students visited Plzeňský Pradzoj Brewery. Our Corporate partner Plzeňský Pradzoj fully sponsored the event – providing transport from Prague to Pilsen and back, a free factory tour, lunch, a presentation on the company functioning, and opportunities for students.

The event was a great success with both students and our corporate partner sharing positive feedback.

## 10. BREAKFAST with McKinsey

On May 12, 2023, CEMS students came together with consultants from McKinsey to learn more about a career in management consulting. While enjoying a lovely breakfast at the McKinsey Prague office, students engaged in a very insightful discussion on topics such as the “consultants lifestyle”, company culture, career opportunities, and many more. The event was attended by 16 students and we can consider it a success based on positive feedback from both sides.

Breakfast with McKinsey	
Tomáš Jarabák (CEMS Alumni) Martina Vlad	McKinsey





## 11. CLOSING GALA

When: 19/05/2023

Where: Vila Štvanice (Ostrov Štvanice 858, Prague 7)

CEMS Corporate Partners (15 company representatives), 4 CEMS Prague Office representatives, 5 CEMS Alumni, and around 50 students gathered to celebrate the successful conclusion of the summer term. In an alternative setting at Vila Štvanice, we spent a lovely evening full of informal networking, good food and music.

Closing Gala	
Ulyana Makarava (CEMS alumni) David Štrouf (CEMS alumni)	BCG
David Král (CEMS alumni) Pavel Zahradníček	HILTI
Monika Vidličková (CEMS alumni)	Kearney
Adéla Gruberová (CEMS alumni) Nikola Lomenčíková (CEMS alumni) Adrii Ponomarenko (CEMS alumni)	L'Oréal
Tomáš Jarabák (CEMS alumni) Martina Vlad	McKinsey
Daria Konovalova Denisa Zidekova	P&G
Martina Richterová Pavčina Zahradníčková	Škoda Auto
Nadiia Abdullaeva (CEMS alumni) Gontran Collin (CEMS alumni) Barbora Sadlová (CEMS alumni)	URW



## 12. BEACH VOLLEYBALL TOURNAMENT

When: 21/05/2023

Where: Beachklub Pankrác (Bartákova, Prague 4)

20 students, 9 alumni, a corporate partner (L'Oréal) and 5 newly admitted students joined a friendly competition in Beach Volleyball. Our corporate partner Coca-Cola HBC kindly sponsored non-alcoholic drinks for this event.

Beach Volleyball Tournament	
Adéla Gruberová (CEMS alumni)	L'Oréal



## 13. CEMS CLUB AWARDS

VSE is proud to share with you the success of our CEMS Club Prague. In spring 2023, this student organization won 1<sup>st</sup> place among all CEMS Clubs within the CEMS Alliance for Term 1 2022/23. The CCP made the podium in 3 Best Practices - first place in Alumni with Prague Start-up Tour, second place in Corporate with the CEMS Recruiting Event, and another second place for section Desired with International Farewell Winter Camp in Slovakia. We would therefore like to extend our congratulations to the former president Evžen Balomenos and his team for the outstanding leadership, unrelenting dedication, and hard work that has earned this recognition. Find out more [here](#).



CEMS Club Awards - Best Club

