

Cooperation Between CEMS Corporate Partners and CEMS at VŠE

AY 2019/2020



Contents

EVENTS ORGANIZED BY CEMS VŠE OFFICE	3
1. BLOCK SEMINAR WITH PLZEŇSKÝ PRAZDROJ	3
2. SKILL SEMINARS	4
3. BUSINESS PROJECT	4
4. LECTURES	7
5. SEMESTER PROJECTS	7
6. ONLINE ASSESSMENT CENTRE	8
7. MEETINGS WITH OUR CORPORATE PARTNERS	10
EVENTS ORGANISED BY CEMS CLUB PRAGUE.....	10
1. CEMS WELCOME EVENT POWERED BY DELOITTE	10
2. RAKONA PLANT VISIT WITH P&G	10
3. CSR PANEL DISCUSSION WITH HILTI AND GOOGLE	10
4. DIGITAL MARKETING WORKSHOP AT GOOGLE	11
5. BCG MEETS CEMS.....	11
6. UNIBAIL-RODAMCO-WESTFIELD: FUTURE OF RETAIL.....	12
7. CEMS Roaring 20's Gala by PwC	12
8. CEMS WELCOME EVENT POWERED BY COCA-COLA, GOOGLE, L'ORÉAL, AND PLZEŇSKÝ PRAZDROJ.....	13
9. DIVERSITY & INCLUSION WORKSHOP AT GOOGLE	13
10. ONLINE CV FEEDBACK SESSION.....	13

CEMS VŠE MAIN CORPORATE PARTNERS:



CEMS VŠE CORPORATE PARTNERS:



EVENTS ORGANIZED BY CEMS VŠE OFFICE

1. BLOCK SEMINAR WITH PLZEŇSKÝ PRAZDROJ

The academic year 2019/2020 for the new CEMS class at the University of Economics, Prague has been kicked-off with the Block Seminar, which was held on September 2 – 6, 2019. The Block Seminar is a compulsory part of the CEMS MIM curriculum. An attractive topic “Managing Consumer Experience in Pubs and Restaurants through Digital Technologies for Plzeňský Prazdroj” has been prepared in cooperation with the CEMS corporate partner Plzeňský Prazdroj for a group of 32 students of 15 nationalities coming from 10 CEMS partner universities.



The whole seminar has been supervised by Ladislav Tyll, MBA, Ph.D., CEMS Academic Director, Petr Král, Ph.D. Head of Department of International Business at the University of Economics, Prague, Jiří Ševčík, Customer Development Manager On-Trade CZ&SK, Jan Krafka, Sales Director ON Trade and Karel Kraus, Trade&Shopper Marketing Director CZ&SK at Plzeňský Prazdroj, a.s.

Within the rich program, students were expected to analyze the existing situation, map needs & opportunities, design digital solutions and come up with strategy how Plzeňský Prazdroj can launch them on market in order to gain critical scale. Sales marketing workshop, qualitative research workshop, lecture on consumer behaviour, consulting sessions and a visit of the brewery in Pilsen were on the schedule to deepen the student’s knowledge to get the best project outputs.

During the last day of the seminar, 6 student teams presented the results of their whole-week effort. A jury of Plzeňský Prazdroj and VŠE representatives decided on the winning team, whose members were Francesco Cerchier, Tímea Křížová, Marc Oliver Pitz, Elena Schäfer, and Gabriela Švecová.

The Block Seminar was closed by a dinner in the restaurant Kolkovna Savarin, one of the original restaurants of Plzeňský Prazdroj, where the winning team was awarded. VŠE representatives would like to thank Plzeňský Prazdroj and all stakeholders for their contribution to this successful seminar.



BP - Students presenting their solution



BP winning team

2. SKILL SEMINARS

Skill Seminars are training seminars in practical skills relevant to an international management environment. Small groups of students (max. 20 students) ensure an interactive dimension. Skill Seminars are not graded. The emphasis is on training, not on performance assessment.

Term 1

Hilti - Professional B2B Selling with Hilti – October 3, 2019

Plzeňský Prazdroj – Change Management – November 28, 2019

Term 2

Regarding the planned V4 Conference in spring 2020, we organized only one skill seminar with Plzeňský Prazdroj, which was cancelled due to covid-19. Students participated in the online skill seminars within the Virtual European Forum.



Skill seminar with HILTI

3. 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 4 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 19, 2020, 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 32 CEMS students.










The Business Project is a consultancy-like project. 9 international teams of 4-6 students solve a real business problem as a one-semester part-time activity tutored by both the company and a professor in parallel. Each CEMS student has to carry out a Business Project during Term 2. It amounts to 15 ECTS, which is about 50 % of Term 2 workload. Business projects reinforce the CEMS partnership between universities, students and companies.

Cross-Border Business Projects

This year (just like last year), 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 'Launch of Google Pay Online API in New Markets in Central and Eastern Europe (CEE)'. All stakeholders met in person in Google HQ London during the BP kick-off (in February).
- 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 'Perfect solution selling via trade customized value proposition'. All stakeholders met in person in Hilti office in Prague during the BP kick-off (in February).

In AY 2019/2020 9 international CEMS student teams presented the following topics:

Company	Topic 2020
	Launch of Google Pay Online API in New Markets in Central and Eastern Europe (CEE)
	Accelerate Sales and Strengthen Market Position of Schauma on CZ/SK Market Thanks to Suitable Defined Marketing Strategy
	Perfect solution selling via trade customized value proposition.
	Brand Campaign for GARNIER Focusing on Sustainability and Online
	Understanding Online Shopping Behaviour in Power Oral Care Category and Equity of Oral B and Other Major Brands
	ŠKODA Mystery Shopping Update
	How to Improve and Innovate the Offer of Value-Added Services to Retailers in URW CZ Shopping Centres; Diversifying Its Revenue Streams while Supporting Brands' Growth?
	How to Improve and Innovate the Offer of Value-Added Services to Retailers in URW CZ Shopping Centres; Diversifying Its Revenue Streams while Supporting Brands' Growth?
	How to Improve and Innovate the Offer of Value-Added Services to Retailers in URW CZ Shopping Centres; Diversifying Its Revenue Streams while Supporting Brands' Growth?

[Photogallery – Final Presentations on May 22, 2020](#)

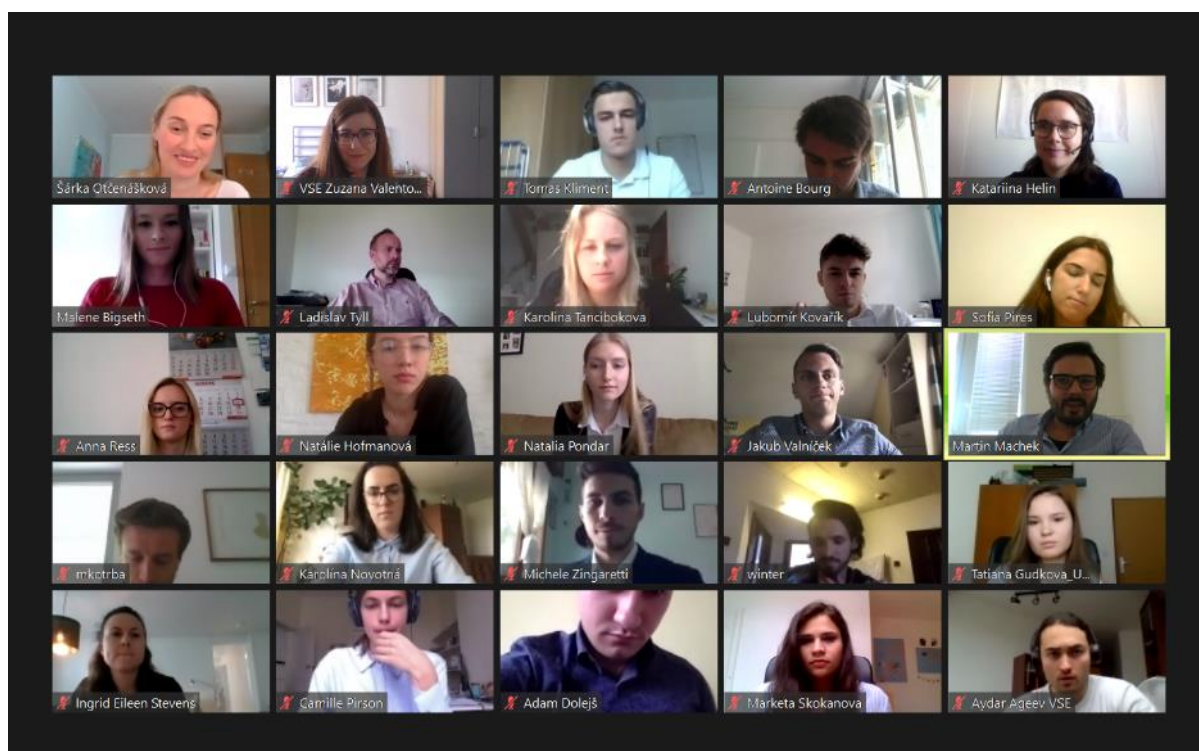
[Photogallery – Opening Presentations on February 19, 2020](#)



BP kick-off presentations at university



BP kick-off presentations at university



BP final presentations via ZOOM

4. 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.
Corporate Finance	Term 1	Hilti	Josef Sviták 12.11.2019	Human Resources Director Subregion Eastern Europe	Net Working Capital steering in Hilti Market Organization
		Coca-Cola HBC	Pantazis Delkis 19.11.2019	CFO at Coca-Cola Hellenic Bottling Company	
International Marketing	Term 1	P&G	Andrej Murgaš 4.11.19	Market Strategy & Planning (Trade marketing) Manager Oral Care	
		Škoda Auto	Josef Matějovič 18.11.19	Marketing Brand Manager	
		L'Oréal	Laszlo Szabo 25.11.19	Director of Business Transformation & Development CZ/HU/	

5. SEMESTER PROJECTS

PROJECT WITH HENKEL

The project focused on the eco category of laundry detergents and home care products. The aim of this CX Design project was to produce an understanding of customer behavior within the eco category and develop a smart design to support sales. Over the semester students conducted an ethnographic research of customer beliefs and practices. Drawing on the ethnographic evidence a contextual understanding has been constructed. These insights together with several design thinking instruments allowed students to develop innovative design solutions addressing customers needs, desires and practices. Students presented these CX Design solutions and recommendations to Henkel representatives at the end of the semester. Based on the positive feedback, Henkel representatives found the cooperation fruitful.



Since Covid-19 lockdown didn't allow students to observe the customer behavior in person, the ethnographic method of participant observation fieldwork could not be conducted, and an innovative research strategy had to be employed. This complication influenced the content of the course - students were provided with a training in the research method of digital ethnography which they would not receive otherwise.

PROJECT WITH UNIBAIL-RODAMCO-WESTFIELD

The project focused on the company's CSR. Students were asked to design a CSR project within a framework of strategy U-R-W has recently adapted. In order to meet the goal, students conducted a multi-sited ethnographic research among various stakeholders. The gained understanding together with several design tools allowed students to develop new ideas of which some were incorporated in their final design solutions. Design solutions and recommendations students developed were presented in front of U-R-W panel at the end of the semester.



6. ONLINE ASSESSMENT CENTRE

Due to the coronavirus, CEMS office switched personal AC to an online AC and examined 89 students who advanced to the 2nd round. Within sixteen 3-hour online sessions (March 16, 17, 18, 23, 24, May 5 and 7, 2020), 12 representatives of the companies Deloitte, Google, Hilti, Henkel, L'Oréal, P&G, 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), 89 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 5-6 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, 64 of the original 89 participants were admitted; 48 students decided to study at our university.

CPs participation in AC 2020	
Senta Čermáková	Deloitte
Jana Sklenářová	Google
Ivona Fojtíková	Henkel
Andrea Bachledová	Hilti
Denisa Černá	Hilti
Josef Plachý	Hilti
Michaela Koštová	L'Oréal
Karel Čermák	L'Oréal
David Dvořák	L'Oréal
Eva Kohout	P&G
Matěj Chour	Škoda Auto
Veronika Čelišová	U-R-W



Assessment centre – online due to covid-19





David Dvořák
Talent Acquisition Manager CZ / SK / HU at L'Oréal

I have been honored to be part of the Assessment Centre of CEMS programme as I have witnessed great talent and potential. The online platform worked really well and the team behind the assessment organization did a great job to ensure that everything worked just great. I like the fact the organizers were able in short period of time to completely switch to online assessment while keeping the quality. I believe the new standard for online applications have been raised! Great job.





Veronika Čelišová
HR Manager CZ&SK at Unibail-Rodamco-Westfield

It was great to meet the candidates for the CEMS programme in the Czech Republic this year via the virtual environment. This was my third time attending the Assessment Centre and I was impressed with the flexibility to provide a successful virtual platform at such short notice. The guidance was clear, candidates were engaged and adapted well too. Great job CEMS!





Andrea Bachledová
Human Resources at Hilti

Professional, modern, effective, but also fun! This was the CEMS 2020 virtual Assessment Centre. I had the opportunity to observe 15 talented students (3 sessions of 5 applicants each) working together under unusual circumstances: saving lives in an apocalypse, discussing different temperaments or extinguishing forest fires. They managed all these situations bravely and I am looking forward to working with them in the upcoming semesters. Thank you CEMS for having me!





Denisa Černá
Head of Talent Acquisition EE EU at Hilti

I was delighted to be part of CEMS AC. The digital Assessment Centre can provide very good platform that allows candidates and assessors to work effectively together. Even in the situation you are not allowed to meet each other face to face. I really see CEMS office handled this situation very well. Students were in a good mood, ready for this virtual option and were able to come with great solutions of their tasks. I perceive this approach as a music of the future.😊





Jana Sklenářová
Associate Product Marketing Manager YouTube Music - CEE at Google

Participation in the CEMS online Assessment Centre was a great experience. It very well tested applicants' ability to work in a virtual team and communicate online, which is crucial in the current situation. The online version of the Assessment Centre perfectly replaced the in-person sessions, without anything missing out. Even though testing of this format was enforced by the current situation, I believe it can be beneficial to use also in the future, as it increases efficiency and cuts down traveling time, especially for foreign participants.





Karel Čermák
Finance Director at L'Oréal Luxe

I believe that CEMS Office reacted very well to the current situation and found a right and suitable solution how to ensure fair Assessment Centre and selection process. I have to say that I was positively surprised by the quality of the Assessment Centre. I think it served as well as a good lesson for the prospective students how to cooperate and work in remote distant teams which is the current reality of most working professionals. I assumed that they would embrace the technology much more than they did. Overall, very positive about the process.

7. MEETINGS WITH OUR CORPORATE PARTNERS

P&G – on September 30, 2019, meeting with Zdeněk Řiháček (Managing Director for Czech & Slovakia), Adriána Ďurajková (Key Account Manager), and Natália Jelčová (CEMS student and Sales Finance Intern) – future cooperation including V4 conference.

L'Oréal – on October 3, 2019, meeting with Pham Lena (Talent Acquisition Specialist at L'Oréal), a new contact person – future cooperation including the V4 conference.

Henkel – on November 21, 2019, meeting with Irena Muchová (HR Manager CZ/SK), Roman Kyr (General Manager, Laundry & Home Care CZ/SK), Karolina Markiewicz – Kuskowska (General Manager Beauty Care CZ/SK) - future cooperation including V4 conference.

Kearney – on January 13, 2020, meeting with Zdeněk Vaniš (Manager) and Vojtěch Brix (Business Analyst) - future cooperation.

Škoda Auto – on January 21, 2020, meeting with Adéla Opekarová (HR Marketing & Communications)- future cooperation.

Škoda Auto – on July 17, 2020, meeting with Adéla Opekarová (HR Marketing & Communications)- future cooperation.

EVENTS ORGANISED BY CEMS CLUB PRAGUE



TERM 1

1. CEMS WELCOME EVENT POWERED BY DELOITTE

Welcome Weekend took place on September 18, 2019 - the aim of the welcome event was to introduce rookies to the current CEMS Club structure, provide them information about upcoming events and network with one of our corporate partners Deloitte. During the event Deloitte organised a knowledge quiz as well as tour of their new premises. In the evening students had a chance to talk to corporate representative about possible job opportunities at Deloitte.



Welcome Event Powered by Deloitte

2. RAKONA PLANT VISIT WITH P&G

17th of October was marked as a one day workshop spent at plant Rakona, where students had a chance to see operations of one of the most progressive plant in the world. Besides the visit itself, the afternoon was devoted to the case studies which were prepared by P&G representatives.

3. CSR PANEL DISCUSSION WITH HILTI AND GOOGLE

On October 24, 2019 panel discussion was organised with corporate partner representatives from Google (Petr Šmíd - Head of Consumer Marketing, Central and Eastern Europe) and Hilti (Josef Plachý - Head of Training and Corporate Culture SHERPA). The aim of the panel discussion was to discuss the topics of work-life balance, how to avoid burnout and in general lead a healthy work

lifestyle. The beginning of the discussion was devoted to one of the current CEMS student who already experienced burnout and shared her journey with CEMS students. After the panel discussion moderated by our CEMS Club President, students had a chance to ask questions and discuss further the current issues with work-life balance.



CSR Panel Discussion with Hilit and Google

4. DIGITAL MARKETING WORKSHOP AT GOOGLE

On October 25, 2019, CEMSies enjoyed workshop oriented on enhancement of student skills in digital marketing, in particular Google Advertisements, organized at the premises of our corporate partner Google.



Digital Marketing Workshop at Google

5. BCG MEETS CEMS

November 10, 2019, CEMS students had a formal networking dinner with the corporate partner Boston Consulting Group. Throughout the 4 courses menu, students had a chance to speak with consultants and learn more about Boston Consulting Group and possible job opportunities.

6. UNIBAIL-RODAMCO-WESTFIELD: FUTURE OF RETAIL

November 21, 2019, CEMS students spent Afternoon at the most prestigious asset of corporate partner Unibail-Rodamco-Westfield: Westfield Chodov. During the afternoon students had a chance to experience presentation about the future of retail and Unibail-Rodamco-Westfield's vision on it. After the presentation, tour of the Westfield Chodov was organized, during which students experienced the publicly unavailable premises of the shopping mall. Each part of the shopping mall was introduced by different department which allowed students to learn about the responsibilities in specific departments.



Unibail-Rodamco-Westfield: Future of Retail

7. CEMS Roaring 20's Gala by PwC

CEMS Roaring 20s Gala by PricewaterhouseCoopers (PwC) was held on December 12, 2019. It was the most important socializing event of the term as it is the last night of the semester and provides an amazing opportunity to bring together CEMS students, Alumni, corporate partners, CEMS office & academic representatives.



Roaring 20's Gala by PwC

TERM 2

8. CEMS WELCOME EVENT POWERED BY COCA-COLA, GOOGLE, L'ORÉAL, AND PLZEŇSKÝ PRAZDROJ

This event took place on February 18, 2020 in Impact Hub Praha. Opening-of-the-Semester Event that provides students, alumni and corporate representatives with the opportunity to get to know each other, network and talk about future career opportunities.



9. DIVERSITY & INCLUSION WORKSHOP AT GOOGLE

This event took place on March 5, 2020 at Google offices.



10. ONLINE CV FEEDBACK SESSION

As Coronavirus didn't allow to organize face-to-face events, students organized this online event together with chosen CPs within four days. CCP collected the CVs, assigned the students according to their priorities, and connected corporate partners representatives with chosen students. Each Corporate Partner organized the interviews through their preferred platform (Google Hangouts, Microsoft Teams, Zoom, internal platforms). In total 8 CPs joined this event (BCG, EY, Google, Hilti, L'oreal, P&G, PwC, and Skoda Auto) plus 37 students, over 50 Feedback sessions were run. The online setting of the event allowed us to offer this event to all VSE CEMS students (even those who were still on their exchanges) and exchange students who already returned to

their countries due to COVID-19. Both students and the company representatives were happy with the format and would like to participate in a similar event in the future.





Lena Phan

TA Specialist and Employer Branding Manager CZ/HU/SK at L'Oréal



„We would like to thank CEMS Club Prague for the opportunity to be part of this event. The online CV checkup was very well organized. This semester many students lost the chance to network with partners due to various restrictions, so it is great that at least with this event we were able to meet and chat with some of them directly. And in this case, we see the online format as an advantage, because we could easily connect with students from different parts of the world without any limitations.“

Online CV Feedback Session – Feedback from Company



Adéla Mrázová

Talent Sourcer at Skoda Auto

„As part of the cooperation between ŠKODA AUTO a.s., and CEMS I had the opportunity to talk with four future graduates. The main topic was the revision of their CVs and the introduction of our ŠKODA Trainee Program. During the CV review I recommended mapping out key competencies and being as specific as possible in describing them. Also, using numbers and presenting one's concrete results is something to take advantage of. I consider the ŠKODA Trainee program a great start for graduates as it offers rotations and building a community within the company. I look forward to future cooperation with all the talented graduates.“

Online CV Feedback Session – Feedback from Company



Tereza Mottysová

Junior Talent Acquisition Specialist at BCG

„Very well organized on-line CV Check-up sessions with CEMS students. We discussed all the important aspects of successful CVs as well as went through some of the potential areas for their improvements. I was really pleased with the students' curiosity and well-targeted questions. We also had a chance to touch some basics when writing a cover letter. Students were extremely engaged and well prepared. I was also positively surprised by how personal, efficient and professional virtual meetings with students can be. Thank you for having me & I am already looking forward to our next session.“

Online CV Feedback Session – Feedback from Company



Renata Fuksová

HR Manager at EY

„I was very happy to be part of the CEMS Online CV Feedback Session. From my point of view, having a non-committal chat with a recruiter is a very valuable experience for students. In addition, I was positively surprised by how well prepared the students were, and how meaningful our conversations were. Virtual interviews are definitely the future, and it is necessary to be prepared for this kind of challenge, which I think CEMS students clearly are. So I would like to thank the CEMS office for this great opportunity.“

Online CV Feedback Session – Feedback from Company


CEMS CLUB PRAGUE PRESENTS
**ONLINE CV
FEEDBACK SESSION**
WITH CORPORATE PARTNERS




Maria Silantjeva

2nd year student

I really liked the feedback session. I got very valuable insights on how to improve my CV, what is more important for the HR people and what is not, how to better structure the information, etc. Overall, it was a nice initiative!


Online CV Feedback Session – Feedback from Student



CEMS CLUB PRAGUE PRESENTS

ONLINE CV FEEDBACK SESSION

WITH CORPORATE PARTNERS



Marta Moreira

1st year student

I think, overall, the call was very nice and useful. Eva provided me with her honest opinion, insights and suggestions. She was also available to answer all my questions about recruitment in the industry and P&G.

Online CV Feedback Session – Feedback from Student