

Cooperation Between
CEMS Corporate Partners
and
CEMS at VŠE

AY 2020/2021



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CEMS VŠE MAIN CORPORATE PARTNERS:



CEMS VŠE CORPORATE PARTNERS:



EVENTS ORGANIZED BY CEMS VŠE OFFICE

1. BLOCK SEMINAR

The academic year 2020/2021 for the new CEMS class at the University of Economics, Prague has been kicked-off with the Block Seminar, which was held on September 7 – 11, 2020. The Block Seminar is a compulsory part of the CEMS MIM curriculum. An attractive topic “eMobility growth plan in EU or worldwide” has been prepared in cooperation with the CEMS corporate partner ŠKODA AUTO a.s., for a group of 42 CEMS students.

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, and Petr Janeba, Head Of Marketing at ŠKODA AUTO a.s.

Within the rich program, students were expected to understand, analyse and prepare marketing communication concept of ŠKODA AUTO eMobility in EU or particular country considering local regulations, people’s affinity to eMobility, social demographics and cultural specifics not forgetting risks and weaknesses of this strategy for the whole value chain.

Seminars on eMobility, Marketing and Communication Strategy workshops, consulting sessions and a visit of the plant and museum in Mladá Boleslav were on the schedule to deepen the students’ knowledge to get the best project outputs.

During the last day of the Block Seminar, 7 student teams presented the results of their whole-week effort. A jury of ŠKODA AUTO and VŠE representatives decided on the winning team, whose members were Katarína Suchoňová, Sebastian Sevcik Gabaldon, Lukas Hünefeld, Jan Prokop, Pavel Jíra and Sven Klijer.

The Block Seminar was closed by a dinner in the Hotel Maximilian restaurant, where the winning team was awarded. VŠE representatives would like to thank ŠKODA AUTO and all stakeholders for their contribution to this successful seminar.

In 2019 the Block Seminar was also organized by another CEMS corporate partner Plzeňský Prazdroj a.s., on the topic “Managing Consumer Experience in Pubs and Restaurants through Digital Technologies for Plzeňský Prazdroj”. In 2018 the Block Seminar was also organized by the company Plzeňský Prazdroj a.s., on the topic “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 realized topics were “Business Model Innovation in the Context of Digital Disruption” and “Digital Strategies of Family Businesses – Case of Hilti”. In 2012 – 2015 the topic “Marketing in Automotive Industry” was introduced in cooperation with ŠKODA AUTO.

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



BS students visited Skoda Auto offices and muzeum



BS 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. During the pandemic, all seminars were held online and the duration was max. 4 hours.

Term 1

Students participated in Skill Seminars within the [V4 conference](#).

Term 2

Google - New Generation of Founders - March 12, 2021 (half day, virtually) - exclusive interactive virtual design thinking workshop
 P&G - Effective Communication and Collaboration as a Critical skill for Strategy Execution and Business Results Delivery - April 22, 2021 (half day, virtually)

3. V4 CONFERENCE



At the beginning of October 2020, the Prague University of Economics and Business (VSE) hosted the 10th Edition of the Annual CEMS V4 Conference. It was organized by the V4 Organizing team (part of the CEMS Club Prague) in cooperation with strategic partner Google, main partner L'Oréal, conference partners Hilti, Škoda Auto, Procter & Gamble, and social partners Fair Trade and Bátor Tábor.

The 10th annual CEMS V4 Conference was originally planned to take place in April 2020, however, due to the Covid-19 pandemic crisis, the organizers decided to postpone the date to autumn. Little did all of us know, that the second wave will hit and force the organizing team to shift the Conference to the online format. Despite the circumstances, 80 participants from 20 countries and 11 universities joined the four days of the vibrant social and academic program. The conference topic was more relevant than ever – Strategic Planning in Today's Turbulent World. Companies challenged participants through skill seminars, and case competitions focused on learning about the changing strategic landscape in Central Europe's growing market.

All students were also invited to a lecture on Strategy given by the CEMS Academic Director Ing. Ladislav Tyll, MBA, Ph.D. and

to a panel discussion with representatives from L'Oréal, Procter & Gamble, Bátor Tábor and Fair Trade, focusing on how both corporate and social partners can work together to create a more sustainable world.

Apart from the academic program, there were also many exciting social activities. The whole Conference started off on Wednesday evening with Teambuilding and Opening Event, followed by a Rotation Dinner on Thursday and an unforgettable Closing Gala on Friday evening, during which students had the chance to win various sustainability-related and fun prizes. The whole program was rounded up by an inspiring Alumni Brunch on Saturday morning.

The V4 Conference represented a great opportunity for top talented students from different CEMS universities worldwide to meet and interact with the corporate partners on both professional and interpersonal level. Participants appreciated that despite the unfortunate situation and the ban on all face-to-face events, the conference still took place and was shifted to an online format. Students were excited to get the chance to interact with fellow CEMSies and corporate partners regardless of the pandemic restrictions. Just an example of that is the feedback of one of the participants, "Thanks to the whole organization team for making it possible for us to have such a conference in times of COVID!"

Corporate partners appreciated especially the flexibility and adjustment of the conference format on such short notice. In the words of Petr Smid from Google, „The organizing team managed to turn a 3+ day conference into an online format in a very short time and deliver it on such a professional level. I admire the energy and spirit not just of the organizers but of all the participants – it could be a role model for today's not so positive world.”

Skill Seminars

Skoda Auto - Evaluating New Mobility Business Models

Hilti Champion 2020

Google – Design Thinking

P&G - Applied Behavioral Science in Retail

Alumni Discussion

When: October 9, 2020, 09:30 – 11:00 a.m.

More info: the program of the conference was finished with an Alumni Discussion with very interesting guests, two of them are working for a CEMS corporate partners: Jiri Trumpes (McKinsey&Company), Denisa Valsová (E.ON inhouse consulting).



4. EVENING WITH CEMS

CEMS VSE team invented the new 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 24, 2020: Hilti – Andrea Bachledová, U-R-W – Veronika Čelišová

January 12, 2021: Google – Pavlína Fojtíková, Hilti – Josef Plachý, P&G - Lukáš Hora,

April 6, 2021: Google – Ivana Kopková, Hilti – Josef Plachý



5. 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 2020 and 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 ‘Google for Startups in 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 ‘Future Female Leaders in Industries Perceived as Domain of Male. X-border Project with Special Focus on V4 Countries’.

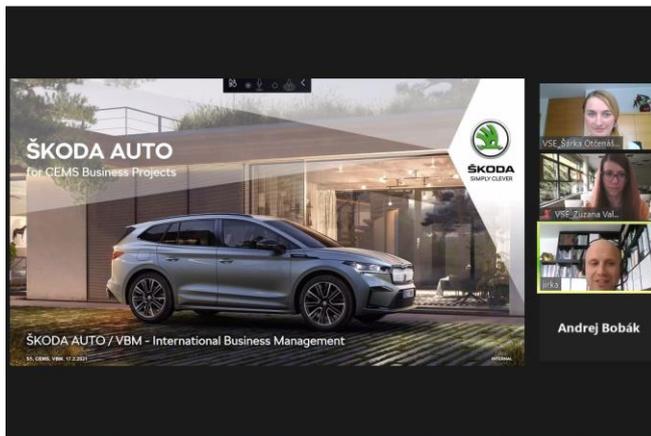
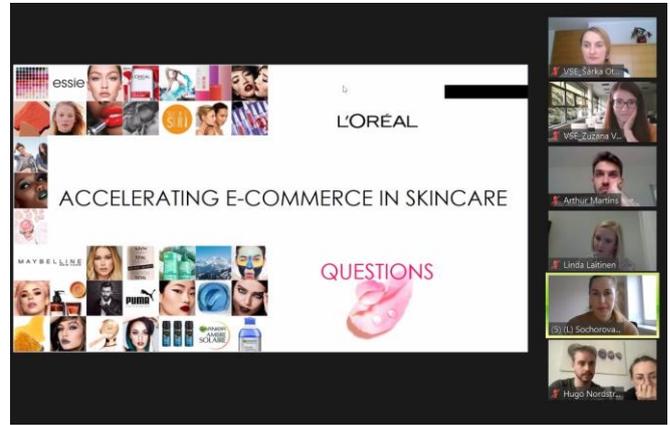
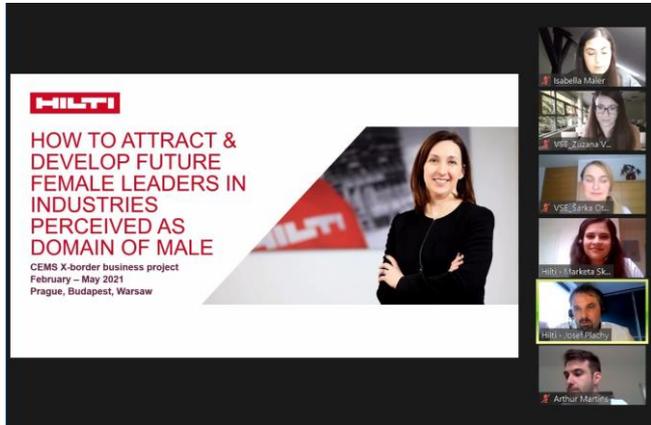
In AY 2020/2021 9 international CEMS student teams presented the following topics:

Company	Topic 2021
	Crowdsourcing for Retail Store Compliance
	Google for Startups in Czechia
	Boosting Detergent Category Sales in Kaufland – Pricing, Promotion & Shelving Influence over Consumer Decision-making Process
	Future Female Leaders in Industries Perceived as Domain of Male. X-border Project with Special Focus on V4 Countries
	Accelerating E-commerce Business in Mass Beauty
	Global Structural Shifts in the Area of Sustainability and Its Impact on Czech Markets - What Is the Impact on Czech Companies? How Will be Czech Financial Markets Impacted?
	Micro-learning and Blended Learning for Global ŠA Sales Network
	Value System and Hierarchies of First Job Applicants after Completing Their Education
	How to Make Tatra a Desired Brand for Young Drivers and Entrepreneurs?

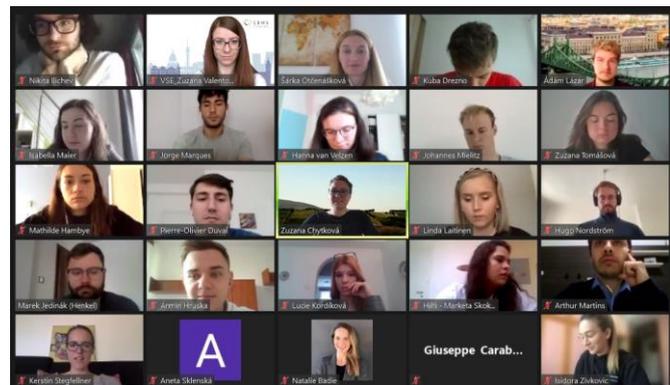
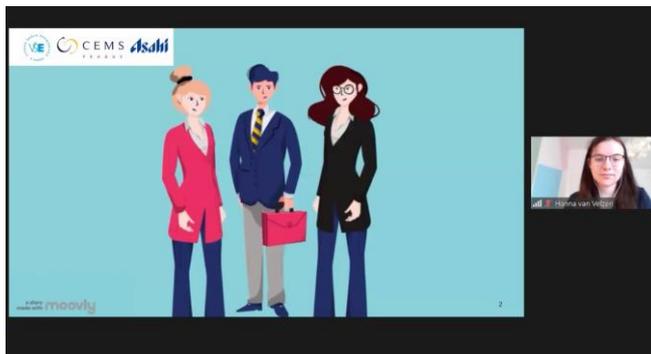
[Photogallery – Final Presentations on May 21, 2021](#)

[Photogallery – Opening Presentations on February 17, 2021](#)

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 Google for Startups in Czechia’.



BP kick-off presentations via ZOOM



BP final presentations via ZOOM

6. 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	Viktoriya Pshenishnaya 27/10/2020	Finance Business partner MO CZ/SK and Sub-region EE-EU	Working capital management
		Coca-Cola HBC	Ion-Alin Cojocaru 20/11/2020	CFO	Capital budgeting
International Marketing	Term 1	Plzensky Prazdroj	Kristyna Tereková	Senior Brand Manager New Categories	Semestral Project
Course Design Thinking and anthropology in strategy	Term 1	Henkel	Ivona Fojtiková	Senior Brand Manager CZ/SK	Semestral Project
Global Management Practice	Term 2	Coca-Cola HBC	Helena Taxová 20/04/2021	E-Commerce & Aggregators Director Europe (CEMS alumna)	Change Management

7. TERM PROJECTS

Project with Henkel

Course Design Thinking and anthropology in strategy: The project focused on the segment of hair colorants. The aim of this CX Design project was to produce an understanding of customers' beliefs and practices and develop a smart design to support sales. Over the semester students conducted a research of customer beliefs and practices. Drawing on the research findings 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.

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.



8. ONLINE ASSESSMENT CENTRE

CEMS office switched personal AC to an online AC (already in 2020) and examined 86 students who advanced to the 2nd round. Within eighteen 3-hour online sessions (March 8 – 12 and 16, 2021 /1st intake/, May 6, 7, 11 and 13, 2021 /2nd intake/), 10

representatives of the companies Google, Hilti, Henkel, L’Oréal, Škoda Auto, and UniCredit helped to choose the best CEMS students (some of them repeatedly).

Following the submissions procedure of the 1st round (1st and 2nd intake), 86 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, 52 of the original 86 participants were admitted; 37 students decided to study at our university.

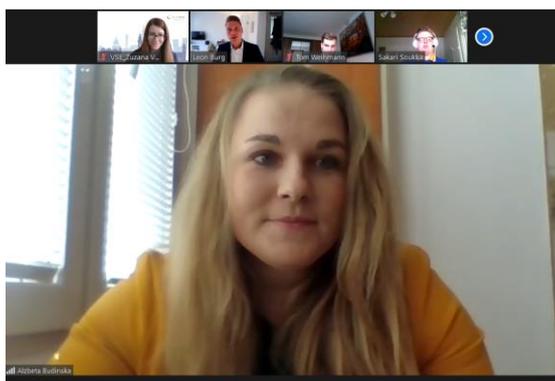
CPs participation in AC 2021	
Jana Sklenářová (CEMS alumna)	Google
Ivona Fojtíková	Henkel
Denisa Šipláková Černá	Hilti
Michaela Košťová (CEMS alumna)	L’Oréal
Karel Čermák	L’Oréal
David Dvořák	L’Oréal
Lucie Zemanová	L’Oréal
Alžběta Budínská	Škoda Auto
Špetlíková Petra	Škoda Auto
Pavína Procházková	UniCredit



CEMS AC - Karel Čermák, L’Oréal



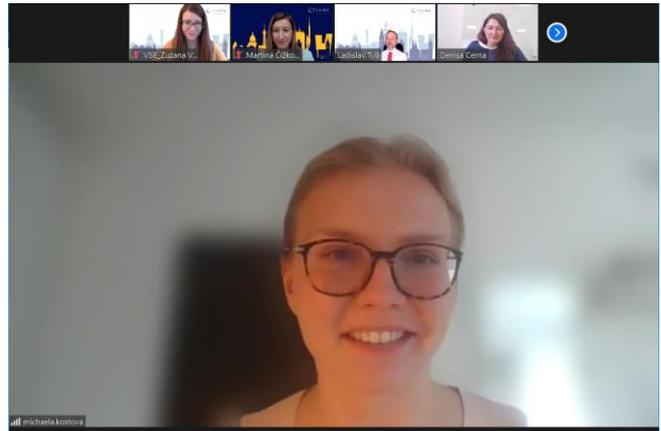
CEMS AC – David Dvořák, L’Oréal



CEMS AC – Alžběta Budínská, Škoda Auto



CEMS AC – Ivona Fojtíková, Henkel



CEMS AC – Denisa Šipláková Černá, Hilti

CEMS AC – Michaela Košťová, L'Oréal

9. MEETINGS WITH OUR CORPORATE PARTNERS

Annual review meeting Hilti – January 25, 2021 – Jan Radil (General Manager, CEMS Alumnus), Josef Plachý (Head of Training and Corporate Culture SHERPA).

Annual review meeting with Plzensky Prazdroj – February 3, 2021 – Ivana Pavlíčková (Head of Talent Management CZ&SK, Jana Slovenská (Senior Talent Management & Employer Branding Specialist).

Annual meeting with with Škoda Auto – February 9, 2021 – Adéla Opekarová (HR Marketing & Communications).

EVENTS ORGANISED BY CEMS CLUB PRAGUE

TERM 1

The first term of 2020/21 was a very successful one. Despite the challenge of organizing all the events in an online format, the corporate team collaborated with six of CEMS Club Prague's corporate partners. Further, CEMS Club Prague would like to highlight that all the events resulted directly from the survey and community vote that CCP set up at the beginning of the semester. Hereby, CCP aimed to map the interests of the students and plan the most desired events, which consequently resulted in significant participation rates across all events.

1. CEMS WELCOME EVENT

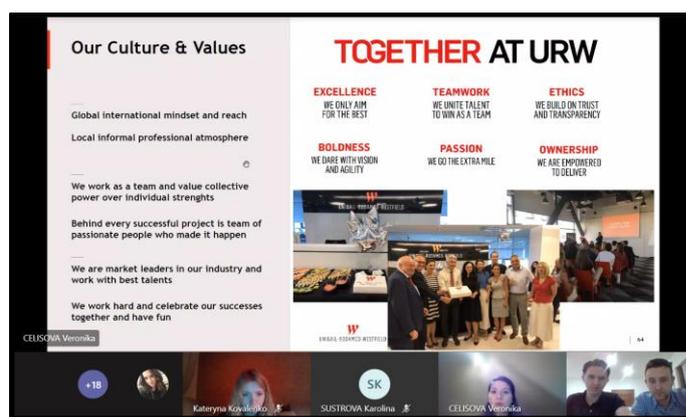
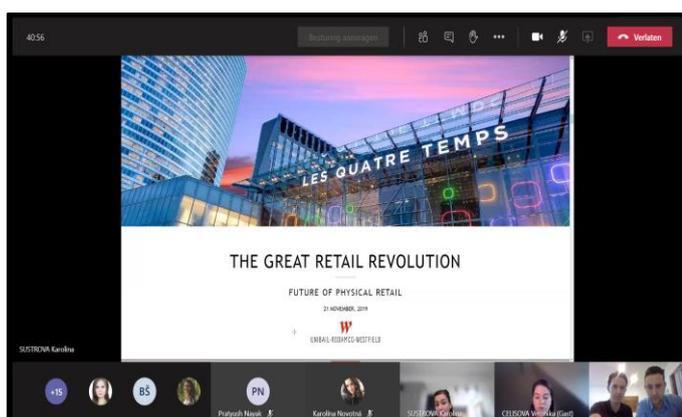
The opening event was the only live corporate-related event of the Winter semester. On Monday, September 14, 2020, many students and corporate partner representatives (HILTI, Škoda Auto, Plzeňský Prazdroj, Henkel, P&G, BCG, Google, McKinsey&Company) gathered in Prague's WeWork office for the kick-off of the Winter semester. This event included an introduction to CEMS Club Prague and its board members, a presentation for the upcoming V4 conference, and plenty of opportunities to network on WeWork's rooftop, providing stunning views of the city of Prague.

2. HILTI PRESENTS: CV CHECK-UPS + MOCK INTERVIEWS

The very first corporate event of the semester was organized with one of CEMS Club Prague's main corporate partners: Hilti. Spread out across three sessions (November 12, 13 & 27), Hilti hosted CV check-ups + mock interviews for several students. Afterwards, the feedback from both the students and Hilti was overwhelmingly positive, and both Hilti and CEMS Club Prague are looking forward to organizing many more joint events in the future.

3. UNIBAIL-RODAMCO-WESTFIELD PRESENTS: THE FUTURE OF RETAIL - WEBINAR

The final week of November was a busy one for the corporate team, as on November 26, the next corporate event was organized with U-R-W. This time it was a webinar about the future of retail, during which insights were shared about how U-R-W deals with challenges such as the COVID-19 pandemic and eCommerce, as well as the future outlook for brick-and-mortar stores. The webinar was very engaging, and many questions were asked by the participants. Overall, it was a very interesting event that was positively received by the organizers as well as the students.



4. COCA-COLA HBC PRESENTS: NEW MARKET ENTRY STRATEGY

On November 27, it was time for the webinar by Coca-Cola HBC, during which students could deepen their knowledge of market entry strategies and strategic positioning of multinational companies. Based on the case of Coca-Cola's acquisition of Costa Coffee, the thought process behind such acquisitions and strategy to conquer the coffee market in the Czech Republic and Slovakia were shared. This workshop provided great insights to hopefully aid the students in their future strategic endeavors.

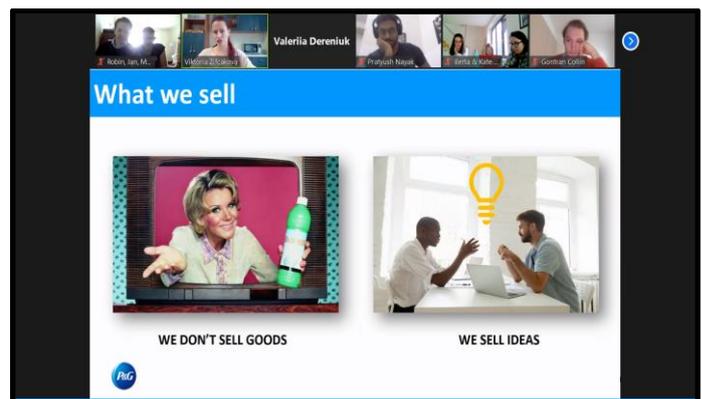
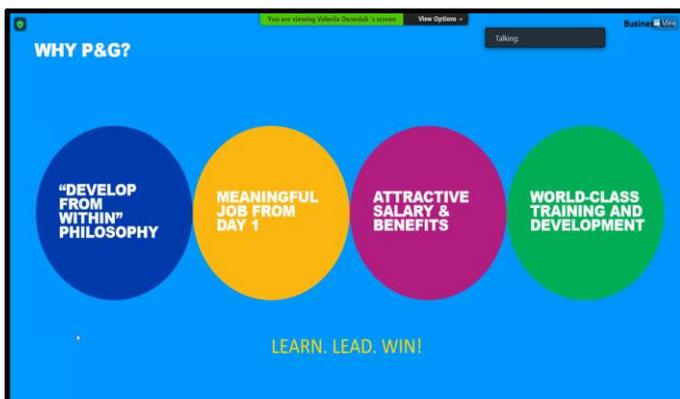


5. GOOGLE PRESENTS: #ImRemarkable - WORKSHOP

In December, there was no slowing down with the corporate events. In the first week, on December 3, we organized the #ImRemarkable workshop with Google. During this workshop, the students learned about the importance of self-promotion in their personal and professional life and were taught about the necessary tools to develop this skill. This included challenging the social perception around self-promotion, how to boost their confidence, and learning how to express achievements. Afterwards, the participants expressed that the workshop had provided them with new knowledge and insights. Due to the high demand but limited spots for this workshop, another session is planned to be organized in the future.

6. PROCTER & GAMBLE PRESENTS: CASE COMPETITION – CONCEPT SELLING IN RETAIL INDUSTRY

On December 4, we organized a case competition with P&G, which revolved around concept selling in retail and was led by two P&G associates. Three teams competed for the top spot, each making a presentation for the launch of P&G’s new dish foam product, utilizing different retail channels. The participants were first briefed about the product and its aim and were then instructed to come up with a pitch for their assigned retail channel. This was a fantastic learning opportunity for students to familiarize themselves more with real-life business cases to prepare them for a future in consulting.



7. PLZEŇSKÝ PRAZDROJ PRESENTS: BEER TASTING & COMPANY PUB QUIZ

Last but not least, on December 11, perhaps the most anticipated event of the semester was held in collaboration with Plzeňský Prazdroj: the beer tasting + pub quiz. The event was kicked off by Plzeňský Prazdroj’s corporate HR representative. For the introduction, she told the story of her own journey within the company, as well as gave information about internship opportunities and the company’s graduate program. This was followed up by the beer tasting itself, during which Plzeňský’s Quality Excellence manager walked us through the tasting of 4 different beers, emphasizing the color, smell, and of course, taste of the beers. He also told us more about the history of beer and brewing within the company. After the beer tasting part of the event, we followed up with a pub quiz with questions about the company. This served as the social, fun part of the event, and there were also prizes (vouchers) to be won. Overall, it was a fantastic event, which proved that even online, we were able to successfully combine the corporate and social aspects of CEMS Club Prague.



TERM 2

The ongoing COVID-19 forced everybody to stay in the online environment which has proven to be rather difficult in terms of attracting students to attend the online events. CEMS Club Prague managed to prepare five events despite the difficult situation and these events are described in more detail below.

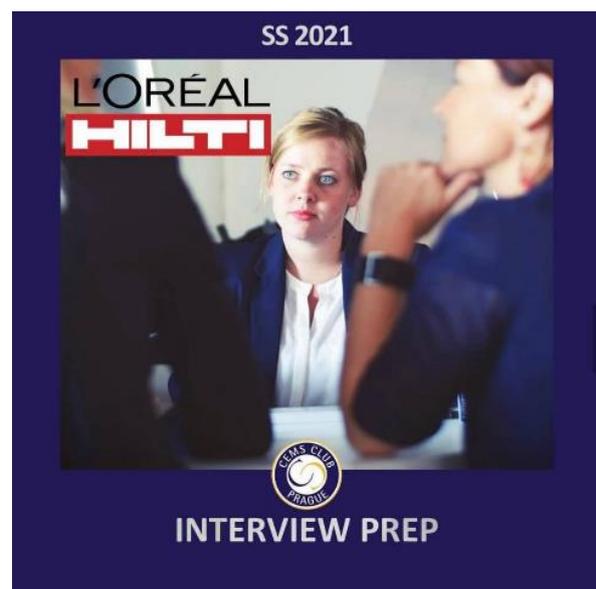
Moreover, together with the CSR team of CEMS Club Prague, students prepared a Charity run for the NGO Neúnavní, led by CEMS Prague Alumni Petr Homolka. The charity run was organized and supported by our corporate partners P&G, L'Oréal, and Google throughout April and May. It was a great success and 100% of total donations were collected from our corporate partners for Neúnavní as a result of kilometers run.

8. OPENING EVENT

The opening event of the semester took place on Friday, February 12th. This event, while held online, was rather successful as we experienced a great participation not only from our cohort, second-year students included, but also from corporate partners who had a chance to present their companies to the participants of the opening event.

9. BRAND MANAGEMENT BY PROCTER & GAMBLE

Despite all the struggles due to the COVID-19 pandemic, the online environment also presented us with the opportunity to start cross-club cooperation. On April 29th, we have organized a session with P&G on the topic of Brand Management. This was done in collaboration with CEMS Club Warsaw and CEMS Club Budapest. The participants had a chance to see what the secrets are of building multi-billion-dollar brands, as well as get to know P&G Brand leaders and learn about their career paths.



10. MOCK INTERVIEW, CV CHECK, AND CAREER CONSULTATION BY HILTI AND L'ORÉAL

Hilti and L'Oréal have offered us several slots for mock interviews, CV checks, or just a general career consultation, depending on the demand from our students. We have managed to fill most of the spots offered, and these meetings took place on an individual basis during the beginning of May.

11. FEMALE SUCCESS STORIES BY HILTI & GOOGLE

The last event of the semester was prepared with the help of our student Marketa Skokanova who is working with Hilti and is interested in the topic of diversity and inclusion.

We have managed to have Melinda Sasfi, Corporate Development Associate from Hilti HQ in Schaan and Jana Sklenarova, Associate Product Marketing Manager from Google Ads in Prague. Melinda and Jana talked about their career paths, obstacles

they had faced, as well as recipes for success from their perspective, all revolving around the main topic of the event – Female Success Stories.



12. CHARITY RUN FOR NGO NEÚNAVŇÍ SPONSORED BY GOOGLE, L'ORÉAL, AND PROCTER & GAMBLE

Together with the CSR team of CEMS Club Prague, students prepared a Charity run for the NGO Neúnavní, led by CEMS Prague Alumni Petr Homolka. The charity run was organized and supported by our corporate partners P&G, L'Oréal, and Google throughout April and May. It was a great success, and 100% of total donations were collected from our corporate partners for Neúnavní as a result of the kilometres run.

