



The CEMS MIM
Programme at VŠE

Enrollment Session
June 24, 2021





Introducing CEMS VSE Office



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What is ahead of us today

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- CEMS MIM
- Skill seminars
- Career forum
- Business projects
- Block seminar
- VSE courses registration
- Financial aspect
- Enrollment
- Q&A
- CEMS Club Prague Introduction

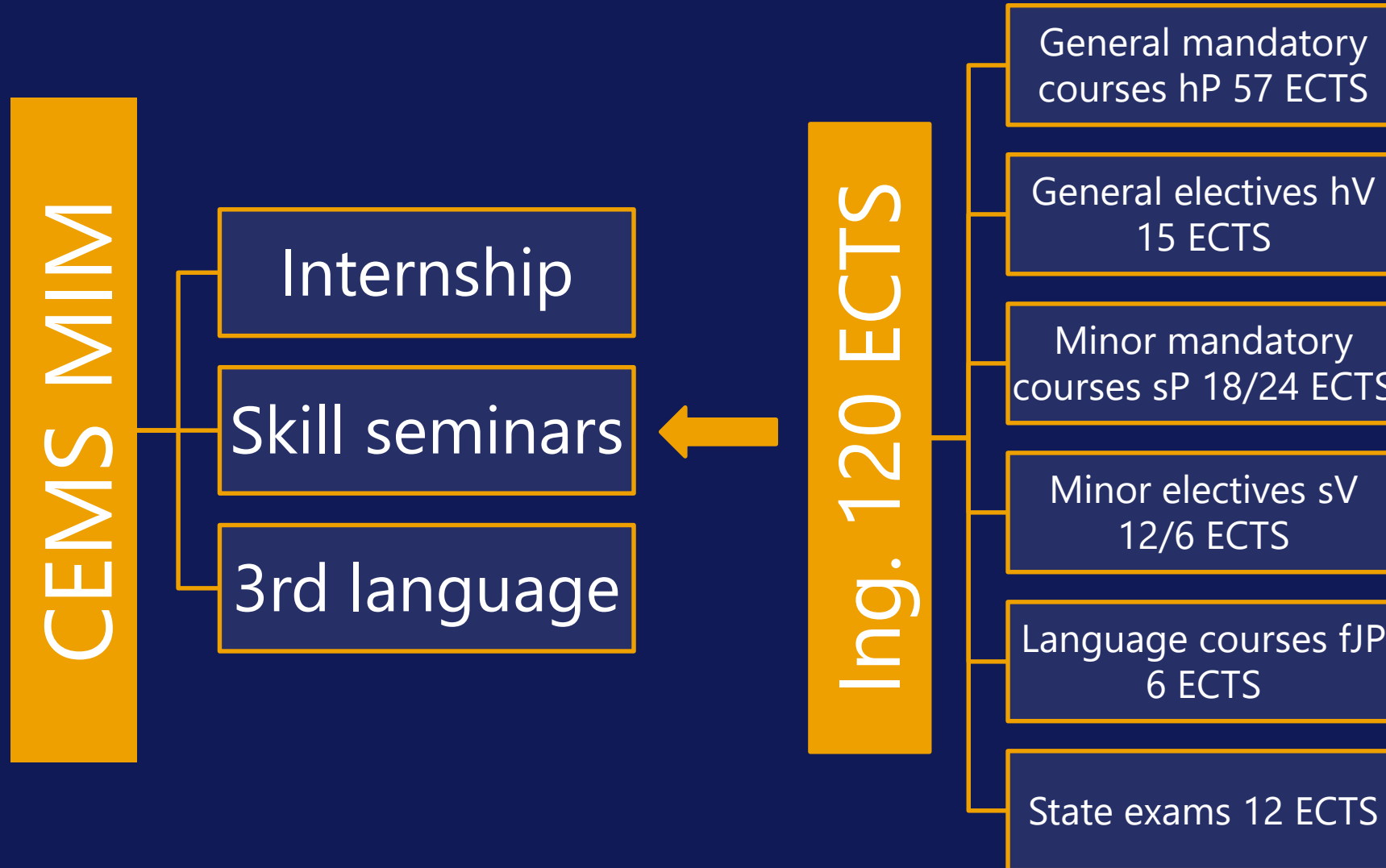
MIM Learning Objectives

- **Internationalism** - Graduates of the MIM are knowledgeable international business practitioners able to draw on an international learning experience.
- **Business-embeddedness** - Graduates can apply advanced management and leadership competencies developed from systematic experience of and engagement with the corporate world.
- **Responsible Citizenship** - Our graduates understand and practice responsible business decision-making, leadership and citizenship.
- **Reflective Critical Thinking** - MIM graduates are confident, agile and reflective problem solvers, able to formulate and apply innovative solutions.
- **Comprehensive Leadership** - MIM graduates are fully aware of personal responsibility and accountability and of the ethical and cultural framework in which leadership is exerted.

CEMS MIM Programme at VSE

- Full-time two-year academic training programme
- 1st year = CEMS year
- Term 1 or 2 = Exchange at CEMS partner university
- Minimum study work load (TERM 1+2) is 24 ECTS per semester, recommended is 30 ECTS

CEMS MIM Programme at VSE



57 ECTS

General Mandatory Courses hP

VSE ID	Course Name	ECTS	
3SG409	Block Seminar	3	TERM 1
3IG667/6	CEMS Skill Seminar /BCSS	1	TERM 1
3SG415	International Strategy	6	TERM 1
3IG703	Business Project	15	TERM 2
3IG705	Global Citizenship Seminar	1	TERM 2
3PS673	Global Leadership	6	TERM 2
3SG416	Corporate Finance	6	anytime
3SG406	CSR in Practice	1	anytime
3PO666	Entrepreneurship and New Business Venturing	6	anytime
3MI623	Intermediate Microeconomics	6	anytime
3MG555	International Marketing Management	6	anytime



[Recommended study plan for AY 2021/2022](#)

General Electives hV

- **15 ECTS**
- **About 100 available general **elective** courses**



[Recommended study plan for AY 2021/2022](#)

Minor Specialization

1. NextGen Consulting (3CC)

Mandatory courses (18 ECTS):

- 3SG556 – Design Thinking and Anthropology in Strategy, 6 ECTS
- 3SG417 – Critical Thinking in Futurology, 3 ECTS
- 4ST611 – Applied Multivariate Statistics, 6 ECTS
- 3SG846 – Data strategy, 3ECTS **OR** 4IT522 – Use of MS Excel in business practice, 3ECTS

Elective courses (min. 12 ECTS):

- 3SG712 – Growth Strategy, 6 ECTS
- 3SG835 – Strategy and Succession in Family Businesses, 6 ECTS (in Cooperation with Family Business Center partners)
- 3SG847 – Green and sustainable ecosystems, 3 ECTS
- 3SG848 – From learning to machine learning / organizational learning, 3 ECTS
- 3SG457 – Scenario planning for strategic management, 6 ECTS
- 4IT555 – Competitive and Business intelligence, 6 ECTS



[NextGen presentation in .pdf](#)

2. Marketing (3MC)

Mandatory courses (24 ECTS)

- 3MG736 – Digital marketing, 6 ECTS
- 3MG532 – Marketing Research, 6 ECTS
- 3MG641 – Strategic Marketing in Simulations, 3 ECTS
- 3MG640 – Shopper marketing, 3 ECTS
- 4ST611 – Applied Multivariate Statistics, 6 ECTS

Elective courses (min. 6 ECTS)

- 3MG633 – B2B Marketing, 3 ECTS
- 2MO506 – International marketing communications, 6 ECTS
- 2MO440 – Luxury marketing, 3 ECTS



[Marketing presentation in .pdf](#)

Language Courses

- **VSE curriculum – 6 ECTS**
- **International students – Czech for foreigners course**



The final examination of our Master's programmes consists of the following parts:

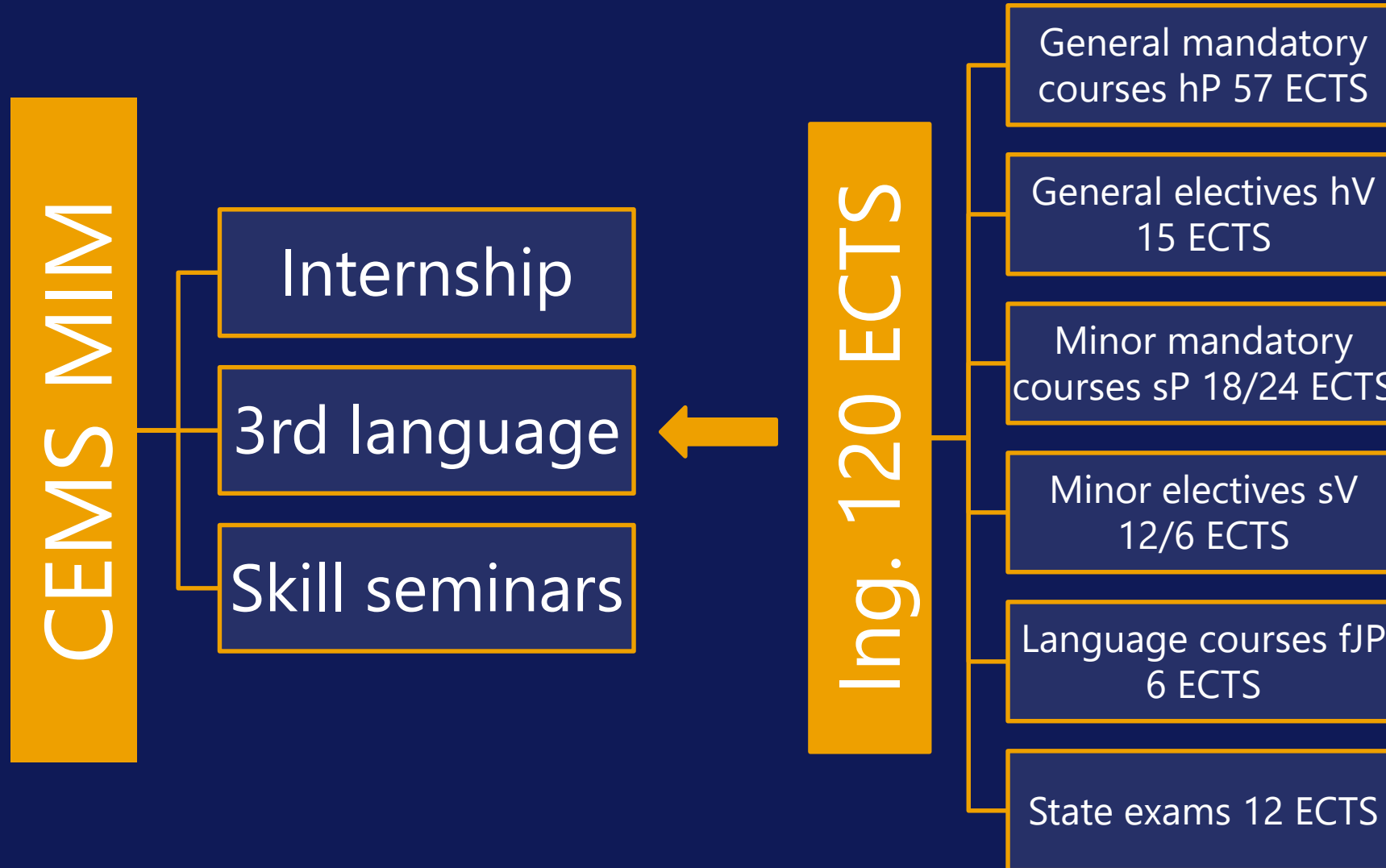
- **Major Field State Exam 3 ECTS**
 - International Strategy
 - International Marketing
 - Corporate Finance
- **Minor Field State Exam 3 ECTS**
- **Master's Thesis Defense**

State Exams



[Detailed State exams description](#)

CEMS MIM Programme at VSE



CEMS International Internship



The main objective is to turn academic experience and theoretical knowledge into a professional, multi-cultural experience.

- **International internship is compulsory to graduate with CEMS MIM**
 - No ECTS to VSE curriculum, no financial grant
 - Min. 8 weeks
 - The “abroad” is defined as outside the country of the home school
- **International Internship is voluntary for VSE curriculum**
 - 6 ECTS to hV + financial grant
 - Min. 60 days
 - “abroad” is defined as outside the country of the home school AND outside the country of citizenship or country which is culturally similar to the country of citizenship



[Detailed description of International Internships at VSE](#)




Language Courses

- VSE curriculum – **6 ECTS**
- CEMS MIM – **3 languages:**
 - 1. English**
 - 2. Mother tongue or B1**
 - 3. Mother tongue or elementary level**



[CEMS MIM Language graduation requirements](#)

Skill Seminars

- **October 7, 2021** 
 - Solution selling and systematic account development, 1 day, max. 16 participants (in the company)
- **November 11, 2021** 
 - Negotiation techniques, 1 day, max. 10 participants (in the company)
- Asahi – TBC 
- ? – TBC
- Details and registration links will be send via email at the beginning of semester, first come, first served
- Skill seminars within **Career Forum** – online, **November 1 – 5, 2021**

Career Forum Program



October	Individual CV Advice Coaching Career Workshop
1 November To 4 November	Skill seminars
5 November	Virtual Career Booths Talent Database with access to Attendee Profile 1 Live Company Presentation (20 minutes) 15 minutes 1-1 chats or Pre-scheduled interviews Promotion of jobs & internship opportunities

Career Forum Deadlines

Schedule & Key Deadlines	Opens	Closes
Students registering to the Career Forum Platform (Talentspace)	1 September	25 September
Student applying for Individual CV advice Coaching	20 September	25 September
Students applying for Career workshops webinar (offered by CPs)	20 September	25 September
Students applying for skill seminar	29 September	6 October
Students applying for Pre-scheduled interviews AND 1-1 Chats	5 October	15 October
Students confirming interviews or 1-1 chats with CPs	5 October	31 October

Career Forum/Skill Seminars – No Shows


If you register to a CEMS skill seminar and you don't show up and/or don't cancel on time.....

- You will be marked as **NO-SHOW** in CEMS database
- You will **not be able to register** for another skill seminar during CEMS MIM year
- This can lead to problems completing **graduation requirements**



Business Projects

- CEMS mandatory course in Term 2 (15 ECTS), 20h/week, 36 students in 2021
- Opening presentations by companies: February 16, 2022
- Closing presentations by students: May 20, 2022

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

My Curriculum Vitae (CEMS CV)

- Create your CV by August 31:
 1. [cems.org](https://www.cems.org)
 2. STUDENT ZONE
 3. MY Curriculum Vitae (CEMS CV)
- Keep it updated



Block Seminar



- It counts for 3 ECTS
- The week-long intensive seminar (mandatory)
- This year in Prague with cooperation with Skoda auto:
 - **Digital customer journey in the automotive industry – new challenges**
- September 6 – September 10, 2021
- 250 EUR (due by August 20)

Curriculum requirements: Must be taken at the programme start! No postponement!

Course Registration

1) Pre-registration

- It serves **to collect the interests** of students in courses
- Will be opened *June 14 – August 31, 2021*
- There is no first come first served basis

2) Automated registration

- Automated registration is a process where the student is not involved. During this time, the registration to courses is not open.
- It compares the students' demand and the capacity of the course and select the students (based on several criteria) that will be registered.
- **You can delete courses after the automated registration BUT you cannot end up with less credits than the system put through the automated registration** - e.g. you registered for courses of total amount of 30 ECTS, after the automated registration you have 28 ECTS. So that is the minimum you have to study during the semester. You can add courses and delete another but you have to have still 28 ECTS as minimum.

3) Registration / Enrollment

- The enrollment is a stage after the automated registration where **students can only enroll in courses where free spots are available.**
- **Competition, first come, first served!**



[Detailed description of Course enrollment](#)

Financial Aspects

- Tuition fee for one academic year = **3 800 EUR**
- Tuition fee is due by **July 30, 2021**
- **Tuition Fee Payment Instructions:**



<https://cemsmim.vse.cz/students/useful-information/tuition-fees/>

Scholarships



https://www.vse.cz/english/scholarship_regulations.php

- Term abroad (300 – 500 EUR/month OR 10 000 CZK/month)
- Internship (800 – 1200 EUR OR 15 000 CZK)
- Merit Scholarship (around 1 000 CZK/month, September - June) – students can apply after the 1st year
- Accommodation Scholarship

Enrollment

- **Proof of your Bachelor's degree** (authorized copy; or present original in my office).
- Proof of **diploma nostrification** if you are a graduate from a foreign university (for the purposes of studies at VSE you may use the edu.vse.cz portal for previous study recognition).
- **English certificate** (according to the requirements on the cemsmim.vse.cz website) – English proficiency proof must be usually submitted during the admission process. However, due to the pandemic of COVID-19, this year, exceptionally, delivery dates are postponed till October 15, 2021.

Deadline is October 15, 2021

Important Dates

Winter Semester 2021/2022	
Course Registration	June 14 – August 31, 2021
Block Seminar (for first-year students)	September 6 – 10, 2021
Teaching – 13 weeks	September 20 – December 17, 2021
Examination Period – 6 weeks	December 20 – 22, 27 – 28, 2021
<i>Public and other holidays:</i>	
• Statehood Day	September 28
• Independence Day	October 28
• Dean's Day	October 29
• Struggle for Freedom and Democracy Day	November 17
• Christmas Eve	December 24
• St. Stephen's Day (Czech: "The Second Christmas Day")	December 25
• New Year's Day	January 1





Useful links



- [Study and Examination Rules](#)
- cemsmim.vse.cz (official webpage of CEMS Prague)
- Facebook.com/cemsvse (official webpage of CEMS Prague)
- ozs.vse.cz (official webpage of International office at VŠE, Prague)
- cems.org (official webpage of CEMS alliance)
- cems.cz (webpage of CEMS Club, Prague)
- Facebook.com/cems.cz (Facebook of CEMS Club Prague)
- **SharePoint access (detailed syllabuses of courses, prerequisites)**



Please, fill out

- [GDPR consent](#)
- [CEMS VSE marketing survey on decision-making process](#)



Q&A