



PRESS RELEASE

The University of Economics, Prague, and the Hewlett Packard Corporation have signed a Partnership Agreement

The CEO of the Hewlett Packard Corporation (HPC), Lukáš Najman, the Rector of the University of Economics, Prague (VŠE), Prof. Hana Machková, and the Dean of the Faculty of Business Administration (FBA) of the VŠE, Prof. Ivan Nový, have signed a partnership agreement today.

As a result, students of the VŠE will have better access to information regarding career opportunities in the HPC. The firm is hiring fresh graduates, who will enter a complex 2-year graduate program, during which they will undergo various levels of training, as well as gaining knowledge and experience in the fields of trade and business. Furthermore, the HPC will become a main partner to the FBA's Honors Academia program, as well as to the faculty's minor specialization: Sales Management.

Prague, 21st June 2017

The Hewlett Packard Corporation is a multinational corporation with its key business focus on the complex IT infrastructure.

The HPC's new partnership with the VŠE was partly facilitated by the initiative of a VŠE graduate, Vít Berger, who was president of the **ESN Buddy System** during his studies. *"I am very glad that we are able to continuously establish institutionalized partnerships with leading enterprises. The current trend, as it is with the HPC, is to target projects related to a certain faculty. The Faculty of Business Administration's Honors Academia project deserves the partnership, as it helps the VŠE's young, talented, Master's students to further hone their skills. I am also pleased that a former president of our **Buddy System**, which is one of the biggest and most active student organizations at the VŠE; which takes care of inbound foreign students, thus contributing to the internationalization of the school; has found success and has not forsaken his alma mater,"* says the Rector of the University of Economics, Prague, Hana Machková, when speaking about the newly established cooperation.

The main part of the partnership deal will be implemented through cooperation between the HPC and the Faculty of Business Administration. The HPC is becoming the main partner to the Honors Academia project. It is a premium educational and training program for talented students who are interested in further developing their knowledge and abilities, especially in such fields as management, leadership and presentation skills. Education in exclusive fields, foreign excursions, specialized lectures or best practice in cooperation with partner firms; are



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all included in the program. Specialists from the HPC will also take part in tutoring in the **Sales Management** minor specialization, which provides a comprehensive program of preparation for key managerial positions in sales and trade. The whole spectrum of sales management skills, from consumer goods sales, durable goods sales to services, B2B, B2G etc., is included in the program.

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The University of Economics, Prague (Vysoká škola ekonomická v Praze) is the leading university in the field of management and economics in the Czech Republic. The University of Economics, Prague is composed of more than 16,700 students and has six faculties – five in Prague and one in Jindřichův Hradec in South Bohemia. These include: the Faculty of Finance and Accounting, the Faculty of International Relations, the Faculty of Business Administration, the Faculty of Statistics and Informatics and the Faculty of Economics and Public Administration. The faculty based in Jindřichův Hradec is specialized in management. Graduates of the University of Economics, Prague occupy responsible positions in the private as well as in the public sector. Most of them are employed in the sectors of industry and services, trade, marketing, banking, public administration, accounting, audit, tourism and the field of information technology. Many significant Czech and foreign economists have obtained the University's Honoris Causa Title; for example, the Nobel Prize winner Prof. Robert A. Mundell, Prof. Milton Friedman and Prof. Gary S. Becker. More information at <http://www.vse.cz/english>.

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