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# VŠE and CEMS strategic alliance in 2011

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CEMS is a global strategic alliance of 26 prestigious business schools from four different continents, 75 multinational companies and four international non-profit organizations. The CEMS Annual Events in Lisbon, held from December 8-10 this year, confirmed the strategy of globalization that CEMS has undertaken in the last five years.

The main CEMS project for achieving this goal is the joint CEMS Master's in International Management program. In the 2010/2011 academic year, 798 students finished the program, of which 44 graduates were from the University of Economics, Prague. The graduation ceremony was held at Centro Cultural de Belem in Lisbon and was personally attended by nearly 600 students and rectors, deans and other academic officers from all 26 member universities.

The CEMS MIM program is unique in its emphasis on internationalization and connection with the business sphere. The CEMS alliance was founded in 1988 and since that time it has had more than 6 100 alumni working in 72 countries worldwide. In the 2011/12 academic year, there have been 920 students of 60 different nationalities accepted for the program. Students have to be fluent in at least two world languages. The master's program is then a combination of studies at the home university and study abroad. An integral part is also at least 10 weeks of work experience abroad and participation in skill's seminars, seminars and business projects that are organized in cooperation with corporate partners.

At the last meeting in Lisbon, the CEMS alliance expanded and decided to include new universities. As its first Chinese member is Tsinghua University, School of Economics and Management. The group of corporate partners included: Beiersdorf (e.g. brand Nivea), Capitaland Ltd, Catalent Pharma Solutions, Maersk (the largest container shipper in the world), Mastercard Europe, QBE Insurance Group, Scotiabank and Telekomunikacja Polska (part of France Telecom) and two non-profit organizations: Transparency International and UNAOC (United Nations Alliance of Civilizations).

In a regular evaluation of program quality, VŠE experienced success. In the 2010/2011 academic year, the university scored among the six best evaluated schools with an average rating of 4.0 (rating scale 1-5). Students evaluate not only the quality of teaching content (curriculum and level of obligatory and elective courses and business project), but also the quality of provided service and their



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impression from the exchange program. The best rated universities - Portuguese Nova and the Swiss University of St. Gallen - received a 4.2 rating, Irish University UCD – in second place – was evaluated at 4.1 and VŠE shares the third place, together with Finnish Aalto University and French HEC Paris.

The student organization “CEMS Club” ([rozklik http://czechrepublic.cemsclub.org/cemsclub/](http://czechrepublic.cemsclub.org/cemsclub/)) also experienced extraordinary success. For their activities in 2011, they got 1<sup>st</sup> place and took an award of 1500 EUR for further development.

The common success of all CEMS members has been the 2<sup>nd</sup> position in the 2011 Financial Times ranking. The president of VŠE, Prof. Richard Hindls, commented on the 2011 results: *“Internationalization is a strong point of our university and I am glad that we also occupy an important position among the best business schools in the world. CEMS is clearly the most prestigious international network in the area of management education and being a valuable member of this alliance that aspires to be a top European program is an excellent starting point for further development.”*

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