Chapman University MBA
at Anglo-American University, Prague

Empowering Global Leaders

Thomas Turk
Dean of the Argyros School of Business and Economics
Why Choose the Chapman MBA Program in Prague?

Study at AAU in Prague, graduate at Chapman University in California, and make lifelong connections with senior executives spanning the globe.

Degree Awarded
After having completed the 17-month program, students are conferred the degree of Master of Business Administration (MBA) by Chapman University based in Orange, California, USA.

A Competitive Edge
Diverse classes and highly interactive, case study driven, strategic courses that the MBA offers all give our alumni the competitive edge to take their careers to the next level. AAU is proud to have top project managers, general managers, financial directors and analysts, risk managers, division directors, and more among its alumni.

Top Ranked MBA Globally
Chapman University has been featured and gained a very good placement in different prestigious rankings (U.S. News & World Report's 2019, Bloomberg BusinessWeek ranking). The Argyros School of Business & Economics (ASBE) is accredited by AACSB (Association to Advance Collegiate Schools of Business), the “gold standard” of business school accreditation. Secondly, both Chapman University and AAU are regionally accredited by WASC Senior College and University Commission, one of six American regional accreditation associations acknowledged by the U.S. Department of Education.

Recognition Which Makes a Difference
The program became the first and only MBA program in the Czech Republic which is so strongly accredited. The quality of the program is ensured by two levels of accreditation. First, Chapman University’s Argyros School of Business & Economics (ASBE) is accredited by AACSB (Association to Advance Collegiate Schools of Business), the “gold standard” of business school accreditation. Secondly, both Chapman University and AAU are regionally accredited by WASC Senior College and University Commission, one of six American regional accreditation associations acknowledged by the U.S. Department of Education.

Quality Guaranteed by Accreditations
The Chapman Prague MBA program is the only MBA program in the Czech Republic which is so strongly accredited. The quality of the program is ensured by two levels of accreditation. First, Chapman University’s Argyros School of Business & Economics (ASBE) is accredited by AACSB (Association to Advance Collegiate Schools of Business), the “gold standard” of business school accreditation. Secondly, both Chapman University and AAU are regionally accredited by WASC Senior College and University Commission, one of six American regional accreditation associations acknowledged by the U.S. Department of Education.

Pricing
Tuition for the program amounts to CZK 450,000 (about USD 21,500), including the mandatory instructional materials fee. Attending the Chapman MBA in Prague is 75% less expensive than attending the same MBA taught at Chapman University in Orange, California. With the “Early payment discount” (by June 30th) students can save an additional 5% on the tuition fee. Payment plans are available – please contact our Director for Finance, Zdeněk Johanovsky, at zdenek.johanovsky@aauni.edu.

Faculty
Chapman Prague MBA students are taught by qualified, experienced faculty who use the highly interactive Western style of engaging students in participative learning. 60% of the program’s credits are taught by Chapman University professors. The remaining courses are taught by local industry experts who hold prestigious degrees, including professionals from Fortune 500 global companies based in Prague.

AAU prides itself on offering a unique international experience to all its MBA students. The international environment is additionally promoted through our encouragement of students to take a course at Chapman University in California. Our students also have the opportunity to begin their studies in Prague and successfully conclude them by attending the MBA graduation ceremony at Chapman University. Such opportunities give our Chapman Prague MBA students a competitive advantage within the global market by providing them with a much broader perspective on life and business. Studying at AAU enables a first-hand experience of various cultures, educational methods, and ideas.

Why Choose the Chapman MBA Program in Prague?

“Learn about Managing and Leading People”
In the past, leadership was seen as a sub-function of management in business, but today, they are considered two separate disciplines. While managers focus on maintaining the status quo and making incremental change, leaders take risks to achieve something more radical and keep up with a fast moving global economy. Chapman MBA not only prepares learners for both roles, but also how best to apply each according to the given cultural environment.

Ray Smith
Lecturer

aauni.edu/campus

*At the exchange rate of CZK 21 / USD 1. The amount in USD may vary in accordance with the current exchange rate.
FORMAT OF STUDY

Teaching is based on the best traditions of Chapman University and Anglo-American University, consisting of interactive work in small groups combined with the application of theoretical knowledge through concrete examples and extensive class discussions with an emphasis on critical thinking.

Students are evaluated through individual as well as group projects, presentations, essays, exams, quizzes, and class participation. Each course is completed by a final exam which may assume the form of an in-class test, final project, presentation, or take-home written exam. All required textbooks are available through Anglo-American University and additional reading materials are posted and shared through Chapman’s Blackboard, a web-based learning management system.

EMPLOYABILITY OF THE GRADUATES

Corporate recruiters ranked the Argyros School 30th among full-time MBA programs, and placement rankings increased dramatically. Based in Orange County, California, Chapman’s Argyros graduates make roughly $69,000 in salary and bonus to start, with an enviable 87.5% placement rate within three months of graduation.
Founded in Prague in 1990 as a non-profit foundation, AAU is the oldest private institution of higher education in the Czech Republic. AAU, with its campus located in the historical Thurn-Taxis Palace in the center of Prague, places emphasis on small, interactive classes with a focus on critical and creative thinking, effective communication, and flexibility.

AAU’s commitment to societal excellence in a globalized world is translated into educating future leaders, innovators, and global citizens.

AAU offers 17 undergraduate and graduate programs to students from over 70 countries across the world. Truly international in nature, Anglo-American University is accredited by the WASC Senior College and University Commission as well as the Ministry of Education, Youth and Sports of the Czech Republic.

Founded in 1861, Chapman University is one of the oldest, most prestigious private universities in California. Located in Orange County, the campus blends historic and modern architectural styles to create a serene and inspiring setting. The university’s mission is to provide a personalized education of distinction that produces highly-qualified global citizens.

The AACSB-accredited Argyros School of Business and Economics at Chapman University offers its students access to an integrated business education taught by experienced faculty who are dedicated and committed to teaching professionals.

“The Argyros School of Business and Economics emphasizes analytical and behavioral skills throughout the entire curriculum. The programs offered by the school are designed to ensure the proper balance between theory and applications, and students are exposed to the ideas of luminaries like Vernon Smith (Nobel Laureate, 2002), as well as to the ideas and experiences of many successful entrepreneurs and businesspeople.”

Prof. Daniele C. Struppa
President of Chapman University

“We are proud to have been running the MBA program with Chapman University for over a decade. Thanks to this, dozens of our graduates live a successful professional life all over the world.”

Miroslav Svoboda
Vice-President for Faculty and Study Affairs at Anglo-American University
MBA IN 17 MONTHS

New student cohorts begin each year in the fall and the program is uniquely structured to accommodate employed students. All classes are taught in a weekend format consisting of Friday evenings, full Saturdays, and Sunday mornings. The MBA course of study is comprised of twelve 3 or 4 credit courses: 8 core courses, 1 capstone course, and 3 electives. Leaders are shaped by defining moments, but these do not just simply happen. Such moments are gradual and transform you over time. The Chapman Prague MBA program at Anglo-American University will lead you towards a positive shift in your professional career beginning with Accounting and Financial Analysis to prepare you for an experience that will challenge your established way of thinking. The program concludes with elective courses. For a full list of all the courses, please visit the “MBA Courses” section at www.praguemba.com.

NON-DEGREE CERTIFICATE COURSES

Chapman University also grants certificates for the completion of individual MBA courses to students who do not wish to complete the entire MBA program. Students can take advantage of this opportunity to strengthen their expertise in a particular field according to their specific interests or specializations. The credits from these courses, spanning three weekends, may be transferable towards an advanced degree program.

The price of individual courses can be calculated according to the number of credits per course and thus ranges from CZK 29,400 – 39,200 (USD 1,400 – 1,867*) whereas the cost of one credit is CZK 9,800 (USD 467*) including the fee for study materials. Additional costs for the non-degree certificate courses are an admission fee of CZK 4,500 (USD 214*).

*At the exchange rate of CZK 21 / USD 1. The amount in USD may vary in accordance with the current exchange rate.

“You must be ready for the job that makes you happy. Signing up for the Chapman MBA in Prague was one of the best decisions I’ve ever made. Throughout the program, I learned how to ask questions in a straightforward manner and received a solid and practical overview of accounting, finance, marketing, and management that I use on a daily basis at work.”

Andrea Marešová (Class of 2017)
PR Head of Sales & Marketing, MarketUP s.r.o.
MBA COURSES

The structure of the Chapman MBA in Prague not only gives students the chance to tailor their studies to best suit their needs and career goals, but also gives them a solid base in many fields required for success in business. The program’s curriculum places an emphasis on strategy formation, execution, and evaluation. Strategic management is explored on the basis of the question of why some companies are successful while others fail. Overall, the Chapman Prague MBA program integrates core and capstone courses to provide a further understanding of how firms gain and sustain a competitive advantage. The program concludes with elective courses which are voted on by the cohort to represent their majority interests. For the current MBA schedule, please visit the “Current Schedule” section at www.praguemba.com.

### MBA COURSES

<table>
<thead>
<tr>
<th>Course</th>
<th>Description</th>
<th>Total number of credits</th>
<th>Taught by</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CORE COURSES</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>ECONOMIC ANALYSIS FOR BUSINESS</strong></td>
<td>This course explores the use of economic analysis for decision-making in business. The course integrates the elements of macroeconomics and economic policies, applied microeconomics and international economics. Particular emphasis is placed on the role and importance of business conditions in business decisions, the theory of demand, the determination of price through the interaction of supply and demand, market structure and price determination, analysis of costs and supply, and the pricing of factors in production.</td>
<td>4</td>
<td>Chapman faculty</td>
</tr>
<tr>
<td><strong>ACCOUNTING AND FINANCIAL ANALYSIS</strong></td>
<td>This course explores the use and analysis of financial and managerial accounting reports and information. The use of accounting information in financial contracts and performance evaluation and the ethical issues underlying the presentation and use of accounting information are highlighted.</td>
<td>4</td>
<td>Chapman faculty</td>
</tr>
<tr>
<td><strong>STATISTICS FOR BUSINESS DECISIONS</strong></td>
<td>This course provides students with the statistical tools and a conceptual framework to make informed management decisions. Data are described by their central tendency and dispersion characteristics. The course discusses sampling theory, sampling distributions, statistical inference, the testing of hypotheses as applied to economic and business problems. Correlation, regression analysis, and index numbers form a major component of this course. Statistical applications and the use of computers are an integral part of the course material.</td>
<td>4</td>
<td>Chapman faculty</td>
</tr>
<tr>
<td><strong>ORGANIZATION AND MANAGEMENT</strong></td>
<td>For organizations to create value, they must have the capability to react to market opportunities quickly. This course introduces the tools, techniques, and skills necessary to increase the capacity of firms to do just that. Building on insights from economics and strategy, this course teaches students how to align incentives, identify and change employee preferences, assign decision rights, and select and retain appropriate employees.</td>
<td>4</td>
<td>AAU faculty</td>
</tr>
<tr>
<td><strong>MARKETING MANAGEMENT</strong></td>
<td>In the highly competitive global environment, market-oriented thinking and sound marketing management can represent the difference between success and failure. Students examine topics such as customer satisfaction and retention, marketing research, market segmentation, promotion, product and pricing decisions.</td>
<td>4</td>
<td>Chapman faculty</td>
</tr>
<tr>
<td><strong>OPERATIONS AND TECHNOLOGY MANAGEMENT</strong></td>
<td>In this course, students analyze the management of operations and technology in both production and service industries. Topics include operations and technology strategy, project management, product and process design, capacity and location planning, supply chain management, and total quality management. Students examine the tradeoffs involved in operation decisions and the application of software tools to solve these problems.</td>
<td>4</td>
<td>AAU faculty</td>
</tr>
</tbody>
</table>

### CAPSTONE COURSE

<table>
<thead>
<tr>
<th>Course</th>
<th>Description</th>
<th>Total number of credits</th>
<th>Taught by</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>STRATEGIC MANAGEMENT</strong></td>
<td>This course relies heavily on the case method of instruction to apply strategic analyses and techniques. Students focus on the requirements for sustaining competitive advantage and the implications of these requirements for market positioning, diversification, acquisitions, joint ventures, corporate restructuring, and other decisions that can significantly affect firm value. This course also requires students to demonstrate significant business research and presentation skills by forming teams to analyze a strategic issue facing an actual firm.</td>
<td>4</td>
<td>AAU faculty</td>
</tr>
</tbody>
</table>

Total number of credits: 48

Taught by: Chapman faculty
### UNDERSTANDING THE GLOBAL BUSINESS ENVIRONMENT

Students acquire analytical skills to assess the dynamic nature of the globalization process, including the ability to relate course concepts to current international news events, and to integrate such knowledge structures into value-creation strategies for global organizations. Students will also develop the ability to apply international business concepts, via case study analysis, to problems and challenges facing firms that compete in the global economy. The course features a group project wherein students develop the ability to research, write, and present a plan to develop an international business opportunity for a real firm.

*Total number of credits: 4*

*Taught by: Chapman faculty*

---

### FINANCIAL MANAGEMENT

Good financial decisions enhance firm value. This course examines issues faced by corporate financial managers and the tools and techniques for creating value. Topics include the risk-return tradeoff, financial statement analysis, financial forecasting, valuation, the cost of capital, and capital budgeting.

*Total number of credits: 4*

*Taught by: Chapman faculty*

---

### ELECTIVES

The program offers a rich selection of electives to choose from. For a full list of all the courses, please visit the “MBA Courses” section at [www.praguemba.com](http://www.praguemba.com).

- Investments
- Marketing Research
- Advanced Corporate Finance
- International Finance
- New Product Development
- Derivative Securities and Markets
- Financial Reporting and Analysis
- International Marketing
- Marketing Strategy
- Management of Entrepreneurial Enterprises
- Financial Markets and Institutions
- Internet and Social Media Marketing
- Mergers, Acquisitions, and Corporate Restructuring
- Leadership and Corporate Governance
- Portfolio Management
- Human Resources Management
- Creating Enduringly Successful Firms
- Conflict and Negotiation
- Project Management
- Corporate Entrepreneurship

---

“It was surprising to discover that a 150-year-old, top-tier, non-profit, Southern California university offers a 17-month MBA program in whimsical Prague for a small fraction of the cost of stateside MBA programs. To be a part of a small, friendly, international MBA cohort comprised of students from Kazakhstan, Bulgaria, Slovakia, Russia, Uzbekistan, Croatia, as well as Czech Republic, is in itself a cultural learning experience that could never be replicated.”

Vanessa Van Voorhis (Class of 2015)
Chapman University and Anglo-American University work together to make students their priority. 60% of the program is taught by Chapman University faculty directly from Orange, California while 40% is taught by Anglo-American University faculty. All lecturers have extensive experience and are dedicated to creating an exemplary classroom environment as well as to offering their students individual help and advice. The combination of lecturers from the United States and Europe provides a global experience through academic group discussion and the expression of various points of view due to the various business backgrounds of the professors.

KENNETH E. MURPHY
Associate Professor, Associate Provost of Academic Administration
Ph.D., Carnegie Mellon University
Dr. Kenneth E. (Ken) Murphy teaches business analytics, operations management and statistics courses. These courses emphasize quantitative analysis, effective decision-making in context, and the implementation of impactful change. Dr. Murphy has written on scheduling, technology implementation and organizational effectiveness and is published in Operations Research, Naval Research Logistics, Communications of the ACM, and Information Systems Journal, among others.

MARIO F. LEONE
Assistant Professor, Clinical Faculty, Master of Business Administration in Finance, Babson College
Mario Leone specializes in strategic management and IT Strategy. He is a retired Fortune 500 executive with lengthy experiences in a number of functional disciplines, including; IT, manufacturing, sales, business development, development, distribution and M&A. Mario Leone has managed international business transformation programs globally while living both in the U.S. and Europe. Currently he is the Chief Operating Officer of the digital signage company DocVerify, a Board member of Transient Plasma Systems, and Managing Director at the firm Apri Technology Partners.

THOMAS TURK
Professor, Dean of Argyros School
Ph.D., University of California, Irvine
Dr. Turk specializes in company strategy and corporate governance and his research appears in leading academic journals, including the Academy of Management Journal and Journal of Management. He frequently consults for businesses on strategic planning and strategic change issues. He also frequently serves as an expert witness on top executive compensation and business valuation issues.

NOEL MURRAY
Director of the Walter Schmid Center for International Business and Associate Professor, Marketing
Ph.D., Penn State University
Dr. Murray specializes in international marketing, cross-cultural issues in marketing communications, and advertising strategy. He publishes in important international periodicals and plays an active role in the Academy of Marketing Science and has recently served as congress co-chair at the World Marketing Congress in Malta. He has practical experience with Digital Computer, Inc., Irish State Merchant Bank, Apple, and Bank of Ireland.
ADMISSION REQUIREMENTS

To be considered for admittance into the Chapman University / Anglo-American University MBA program, each applicant must:

- Have English at an excellent level
- Have completed at least an undergraduate (bachelor’s) degree
- Have at least three years of work experience
- Undergo an interview

The following documents are necessary for submitting an application:

- Resume (Curriculum Vitae)
- Statement of intent (500 - 600 words)
- Two references
- Proof of English proficiency
- Notarized copies of all undergraduate or graduate diplomas
- Notarized copies of all undergraduate or graduate transcripts
- GMAT score (not necessary for applicants who have either a graduate degree or their grade point average is at least 3.0 or equivalent).
- Copy of ID or passport
- A passport size photograph
- Application fee of CZK 4,500 (USD 214*)

*At the exchange rate of CZK 21 / USD 1. The amount in USD may vary in accordance with the current exchange rate.
When can I start?
The program begins at the end of September.

What is the timeline for applying?
Applications need to be submitted by June 30th for international candidates due to visa requirements and by August 31st for those who are already located in the Czech Republic or do not need to apply for a visa.

How long is the Chapman MBA in Prague compared to the same program at Chapman in California?
AAU’s Chapman MBA program is shorter. The whole program can be completed within 17 months. In the U.S., studies take about 21 months.

Where is the program located?
The program is located in Prague which is the economic, cultural, and diplomatic capital of the region. AAU’s campus is located in the baroque Thurn-Taxis Palace, just a few minutes from Charles Bridge and the Prague Castle. The Chapman Prague MBA also includes the opportunity to take one elective class in California at Chapman University for no extra tuition cost.

What are the student demographics?
Students come from a variety of countries, backgrounds, schools, and business industries. In general, students tend to have between five to ten years of business experience. Some attend the program with sponsorship from their companies while others register as individuals who are interested in personal educational advancement.

What is the credit system of the program?
The program is based on the American credit system. It is divided into 12 courses (10 four-credit and 2 three-credit courses) and students need 46 academic credits to graduate.

When are the classes held?
Courses are taught singularly over a three-weekend period. Most courses are taught on Fridays (17:00 – 21:00), Saturdays (9:00 – 18:00), and Sundays (9:00 – 13:00). There is at least a 12-day break between each course. This allows students to work during the week and study over the weekend. The AAU Career Center efficiently supports students during and after their studies.

Is submitting a GMAT score required?
No, it is not if you have a graduate degree, or if your grade point average from your undergraduate studies was high enough (GPA 3.0 or equivalent). If your GPA was lower, you will be asked to submit a GMAT (Graduate Management Admissions Test) score, or will be accepted only provisionally.

How will my application be evaluated?
Applications will not be reviewed until all documents have been submitted. They will be evaluated based on the candidate’s academic success, work experience, and English language proficiency. Additionally, for the sake of accuracy, Chapman University will verify all information provided.

How much experience should I have?
Chapman University encourages candidates to have a minimum of three years of work experience. This helps to foster an interactive and challenging class environment. In exceptional circumstances, a student may be accepted into the program directly from an undergraduate program.

Whom should I contact if I have questions regarding my application status?
Anglo-American University’s admissions team will gladly assist you in this matter. Please contact them at admissions@aauni.edu. You may also contact the Dean of Anglo-American University’s School of Business Administration, doc. Ing. Irena Jindřichovská, CSc., at irena.jindrichovska@aauni.edu.

What is the cost of tuition?
The cost of the Chapman Prague MBA program is CZK 450,000 in total for the entire 17 months which is about 1/4 of the cost of tuition of an MBA program in the U.S. AAU graduates earn their diploma through Chapman University in California, therefore receiving the same prestigious degree for less than a fourth of the cost of attending a U.S. school.

What are my financing options?
Several financing options are provided to pay for the program’s tuition including the possibility of arranging a customized installment plan with our Director of Finance, Zdeněk Johanovský. You can contact him at zdenek.johanovsky@aauni.edu.

Are students from the United States eligible for student loan deferment?
Since the Chapman MBA in Prague is a fully accredited program and recognized by the United States financial aid system, U.S. students are eligible for student loan deferment while they are completing their studies in Prague. They can start paying their student loan after they have completed their MBA degree.