

## AAU STUDENT PROJECT INFORMATION

### ABOUT AAU

Anglo-American University is the oldest private university in the Czech Republic. Our institution is distinguished by providing exceptional bachelor's and master's education in the areas of business, humanities, journalism, international relations and diplomacy, and law. Carrying both European (the Czech Ministry of Education, Youth and Sports) and American (the WASC Senior College and University Commission) accreditation, AAU provides a unique learning environment for its students who shall, upon the completion of their studies, earn a diploma of exceptional value.

AAU fosters an international community, with around 1000 students and 120 instructors, all coming from over 60 countries. Our education is small group, project oriented and directly focused on practical application of theoretical knowledge and best practices. Collaborating with professionals and companies allows our students to utilize knowledge only experts in the field can offer, while our students and faculty are able to support and give new insights in exchange. Additionally, companies and institutions are able to meet potential new employees who are a perfect fit for their team.

### STUDENT PROJECTS

Student Projects run by Research Center represent successful and stable channel of cooperation since 2012. During their studies, our students learn how to perform market research, marketing and strategic planning, data or policy analysis, prepare proposals and reports for projects, produce and edit publications or websites and many more. Student Project is an opportunity to combine the skills and creativity of our best students with the leadership of our professors to address the particular needs of client. In a selected course, our students work on an individual or group assignment created by client. The best student (or team) wins an award: the winner is selected by a committee consisting of the instructor, the VP for Research and a representative of the client.

The project outcome provides a useful input for decision-making as well as the whole process forces client to identify and articulate a problem. Along with this, this might be a way to find the best suited students for further cooperation. Last but not least, client will be advertised as a partner on our webpage. The projects are free of charge for start-up/young companies. Reward to winning team in an agreed form is welcome.

Since Fall 2012 we have successfully organized 80+ projects with wide range of partners, we are proud to list names as American Express, Boscolo Hotel Prague, Euro-Jet Intercontinental, LISCA, Luka Koper, Pragoplyn, RWE, Teskalabs/Seacat, UNICEF, Verlag Dashoefer, Western Union, among many others.

Examples of past project tasks include: new design of web page, new desing of retail store to improve the customer experience, customer satisfaction survey, new slogan for the product, innovation of the product, competition mapping, communication plan, strategic marketing plan and many more. The only constraints are that the project is doable from publicly available data (or data provided by the client) and that it is doable in time frame of approx. 8 weeks. The expected student workload is around 25-30hours per project per student (depends on particular class).

PROJECT TIMELINE

	Description	Fall Term Project	Spring Term Project
<b>Agreement on the project</b>	In person or via e-mail.	Till July 31, but ASAP	Till January 31
<b>Assignment (draft version)</b>	1 page containing main aims and tasks.	Till August 31	Till February 15
<b>Assignment (final version)</b>	1 page containing main aims and tasks.	Till September 15	Around March 1
<b>Presentation in the class</b>	30-45min intro to project + Q&As	Around October 1	Around March 1
<b>Communication with the students</b>	Can be midterm meeting, Skype or e-mail.	In an agreed way during the project	In an agreed way during the project
<b>Final presentation of students' works</b>	Usually presentation and a term paper.	Around December 10	Around May 25

ASSIGNMENT OF THE PROJECT

Expected scope around 1500-1800 characters

1. Describe your company, mission and the product connected to project.
2. Describe the inspiration for the project – what is the challenge you face and how this project should help you to address the challenge.
3. List all tasks and expected outcomes of the project.

PLEASE INCLUDE CLIENT DISCLOSURE PERMISSION AND DATA AND PROJECT CONTENT DISCLOSURE

Do you permit disclosure on our website that you are a AAU Student projects client? Including your logo? Including a link to your website?

Is Non-Disclosure Agreement needed? AAU can provide a standard NDA or the client can provide own proposal – please specify.

USUAL CLASSES FOR PROJECTS

- [Strategic Marketing Analysis and Planning](#)
- [Brand Management](#)
- [Marketing Communications](#)
- [Marketing Research](#)
- [Business Ethics](#)

CONTACT INFORMATION

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