

Strategický záměr působení zahraniční vysoké školy na území České republiky

*ve smyslu § 93g Zákona o vysokých školách a o změně a doplnění dalších zákonů
(Zákon č. 111/1998 Sb.)*

Strategic plan for Chapman University's operation in the territory of the Czech Republic

*according to §93g of the Act on Higher Education Institutions and on Amendments and Supplements
to Some Other Acts (Act no. 111/1998 Coll.)*

The mission of the George L. Argyros School of Business and Economics (ASBE) is to develop business leaders who create value for their organizations by blending sound economic reasoning and a global perspective with the qualities of individual initiative, analytical skill, accountability, effective communication, and integrity. The Argyros School distinguishes itself by providing students and alumni with unmatched access to exceptional teachers and scholars, a network of top executives, and opportunities for practice-based business education.

The Chapman MBA in Prague is a key component in developing business leaders with a global perspective. First, students in the Prague MBA program interact with faculty members from a top-ranked American university. They are able to hear about cutting-edge business practices and consider how they can be applied to their careers in the Czech Republic and beyond. Second, students enrolled in the Chapman University MBA in Prague are allowed to take a class in Orange, California, on Chapman University's main campus. This allows them to experience living in the USA for a short period of time and attend class primarily made up of Americans. Thus, the Prague MBA students get immersed into American culture, and the Americans in class with them get to hear their perspective and benefit from their global outlook.

Just as the Prague MBA students can travel to California to take a class, students enrolled in the MBA program in California have the opportunity to travel to Prague to take a class in the Czech Republic. This allows them to experience living in the Czech Republic for a short period of time and attend class with mostly non-Americans. The MBA students from California get immersed into Czech culture and get the benefit from the global perspective of the Prague MBA students.

The Chapman MBA in Prague is also rich in faculty development opportunities for Chapman University professors. Teaching in Prague and interacting with the diverse student body improves professors' understanding of the global economy. Even the simple act of preparing a course for a class consisting of an international audience expands a faculty member's horizons. However, the most effective development activity that faculty members report after teaching in Prague comes from listening to, and having discussion with, students in the MBA classroom. Hearing about the students' experiences, challenges, and solutions improves what those faculty members teach when they return to their classes in California.

The strategy includes three key areas of focus – Program Excellence, Industry Partnerships, and Brand Prominence.

Program Excellence

Program excellence in the Prague MBA program means continually updating course content to stay on the cutting-edge of professional business education. Chapman continuously improves our curriculum management (a.k.a. assurance of learning) processes to provide for ongoing continuous improvement in what and how we teach.

Industry Partnerships

Industry Partnerships in the Prague MBA program means creating strong two-way partnerships with businesses. We seek to attract top students from companies operating in the Czech Republic, to provide companies with students well prepared to contribute to their organizations on day one, and to offer “MBA Open Lectures” that the public can attend free of charge. In these lectures professors that teach in the Prague MBA program cover topics relevant to working professionals in the Czech Republic.

Brand Prominence

Brand Prominence means building a strong Argyros Business School brand that is well known nationwide, and internationally. Chapman University is the only AACSB-accredited MBA program operating in the Czech Republic. This means that students that enroll in the Chapman MBA have the assurance that they are receiving an education that only 5 percent of the approximately 16,000 business schools worldwide have achieved, an AACSB accredited MBA. Chapman University will continue to grow our brand in the Czech Republic and Central Europe, attracting the top students interested in an international business education.