

Bachelor study program

INDUSTRIAL MANAGEMENT

Graduate Profile

A key advantage for your success in the job market is the combination of detailed knowledge from technical fields, and at the same time the fact that you will become competent:

- **Managerial and economic knowledge** - marketing and management, personnel management, business economics, managerial accounting, economic statistics, legal and micro and macroeconomics aspects of business.
- **Knowledge of industrial management** - production and logistics management, quality management, project management, and quantitative methods for supporting decision-making.
- **Technical and technological knowledge** - automotive technology, engineering production, materials for the automotive industry, construction and machine building, electrical engineering, and automated control systems.

The aim of the bachelor study in the Industrial Management program is to educate analytical, critical, and ethical thinking experts capable of evaluating the effects of ongoing processes in a market economy on the sphere of industrial enterprises, appropriately applying modern management tools and methods of industrial management, using knowledge of industrial, automotive, and engineering technologies for effective operational-tactical management of industrial enterprises.

In teaching, emphasis is placed on connecting knowledge and skills in fields such as Economics and Management, Industrial Management and Engineering, and the Automotive industry. Teachers often use modern interactive methods in their subjects, approaches, or interactive management games (simulations, demonstrations) so that students understand the issue in detail and acquire the disciplines and skills needed by every manager operating in an international environment.

Students acquire practical managerial skills not only during the mandatory semester internship at domestic or foreign industrial enterprises with a global scope, but also thanks to teaching, in which they regularly meet with experts from practice, undergo skills training in the school's top production-logistics laboratory, or take part in regular excursions to leading industrial producers. Practical experience is further developed during the development and defense of the bachelor's thesis, which, like the mandatory semester practice, is focused on issues directly related to the given study program.

Compulsory student practice is included in the fifth semester of study. Students most often choose the Škoda Auto company, other partner companies of Škoda Auto Universities, or companies abroad, primarily within the Volkswagen Group.

Thanks to the Erasmus+ program, students can spend a semester or two at one of several of the school's sixty partner universities. Škoda Auto University offers opportunities to gain foreign experience as well as other very interesting projects outside of Erasmus+ in destinations such as China, India, South Korea, or the USA.

Graduates of the Industrial Management study program can use their knowledge and skills to further deepen their studies within the framework of the accredited follow-up master's program in Industrial Management or Economics and Management, or at another university with the same or a similar study program in the Czech Republic or abroad.

A graduate of the Industrial Management program is equipped with deep knowledge and skills in the field of general economics and management.

The field of industrial management enables them to have a good understanding of approaches, tools, and production and logistics management methods. The field of industrial technology provides graduates with knowledge and skills in technically oriented disciplines, including material science, construction, engineering production, machine parts, automotive technology, and electrical engineering, with a major emphasis on automotive engineering and the production of vehicles and their components.

Graduates will gain an overview of the main materials used in the automotive industry, parts and mechanisms of machines, tools used for the design and construction of vehicles, 3D component modeling, production technologies of individual car components, car assembly technology, basic units, and concepts of vehicles, conventional and alternative drives, electrical and safety systems.

At the same time, they have skills and knowledge in the fields of marketing, accounting and finance management, economics, or law, combined with a technical focus, which sets them apart from other graduates of economics programs in the Czech Republic. Graduates have excellent communication and presentation skills and are proficient in at least two world languages at the negotiation level. They acquire practical skills and experience during internships and while working on their bachelor's thesis.

Graduate Employment

The Industrial Management study program provides graduates with a comprehensive professional-oriented bachelor's education that allows them to perform management functions and specialist roles at lower or middle management levels in various industrial enterprises of different legal forms and sizes. This is particularly relevant in companies operating in the processing sector of the engineering industry (primarily in the automotive and engineering industries, and related industries), as well as in other manufacturing or non-manufacturing industries within the secondary management in the field of production management, industrial engineering, technical project management, technology management, and production automation. Graduates are also equipped with theoretical knowledge that enables them to continue their studies in a master's program in the Czech Republic or abroad.