

Bachelor study program

BUSINESS INFORMATICS

Graduate Profile

The aim of the bachelor's studies in the study program Business Informatics with a professional focus is to educate analytically, critically, and ethically thinking experts capable of evaluating the effects of ongoing processes in the market economy on the corporate sphere and effectively using modern managerial methods and techniques, including in the field of information processing and management information systems, their planning, and effective use.

The study program is intended for students who are interested in understanding the functioning of the modern business environment and the managerial-economic aspects of building, management, and business decision-making with a focus on the issue of corporate information systems and information processing and applying them in business practice. Teaching is based on connecting theoretical and practical skills. Teachers often use case studies, interactive management games, or IT simulations and programs in their subjects so that the student understands the issue in detail. Practical management skills are gained not only through compulsory semester practice at domestic or foreign universities and companies engaged in international trade but also through teaching, which regularly involves experts from practice.

A compulsory internship is included in the fifth semester of study to increase the employability of graduate students. For mandatory internships, students most often choose Škoda Auto and other partner Škoda Auto companies, universities, or foreign companies, especially within the Volkswagen group, for which they travel with the support of the Erasmus+ program.

As part of the Erasmus program, students can also spend a semester or two at one of the school's sixty partner universities. Škoda Auto University also offers very interesting projects outside of Erasmus, so it is possible to choose destinations such as China, India, South Korea, or the USA for your foreign experience. Due to the expanded and comprehensive common basis of all bachelor's degree programs, respectively specializations, the student is also prepared to study other master's degree study programs or specializations offered by the school.

The study program is intended for analytically thinking students who want to learn how company processes work nationally and internationally.

A graduate of the Business Informatics study program is equipped not only with deep knowledge of management and ICT (e.g., programming, management of business informatics, technical infrastructure and network technologies, security, and data protection, data analysis and databases, process management basics) but also with practical skills and experience gained during teaching and the creation of a bachelor's degree work, but especially through compulsory business practice. A graduate of the given study program has skills and knowledge in theoretical and applied sciences such as marketing, accounting, financial management, economics, law, management, and two world languages. Graduates have high-level communication and presentation skills combined with a technical focus, distinguishing them from graduates of other universities with a focus on computer science.

Graduate Employment

Graduates are employed in companies focused on ICT, information systems, and artificial intelligence, or in any other manufacturing or business enterprise as IT specialists. Thanks to the extensive teaching of foreign languages, they will also find employment in multinational companies.