

Master's study program

BUSINESS INFORMATICS

Graduate profile

In addition to practical education in the field, this allows students to gain experience with interpersonal communication and project management in real conditions. In their subjects, teachers use modern interactive methods and approaches (simulations, demonstrations) and emphasize linking theoretical and practical skills. They also often use case studies or interactive management games in their subjects so that students understand the issue in detail and acquire the disciplines and skills that every manager moving in an international environment needs.

As part of profiling subjects, students become more familiar with a balanced combination of the following disciplines:

- **Economic and managerial**
 - Managerial economics, International Management, Impact of financial modeling on corporate accounting, Fundamentals of management and Business theory;
- **Industrial management**
 - Production organization and management, Supply chain management, Statistical methods in quality management;
- **IT focus**
 - Data engineering, Information systems development, Business system information analysis, Business IT management;
- **Theoretical informatics**
 - Fundamentals of cybernetics, Theoretical foundations of informatics.

Students acquire practical managerial skills not only within the framework of mandatory professional engineering practice at domestic or foreign industrial enterprises with global scope but also through teaching. As part of it, students regularly meet with experts from practice and undergo skills training at the top Škoda Auto a.s. Lean training center or take part in regular excursions to leading industrial manufacturers. Practical experience is further developed during the preparation and defense of the diploma thesis, which, like the compulsory engineering practice, is focused on issues directly related to the given study program.

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

The study program is intended for graduates of economic-technical bachelor's fields, especially informatically oriented ones.

The follow-up Master's study program Business Informatics is a continuation of the Bachelor's study program Business Informatics held at ŠAVŠ and is open to graduates of the same or related study programs of other universities and study programs in the field of informatics.

The Business Economics Informatics study program educates experts who, thanks to knowledge at the theoretical level, have both management and decision-making skills in the current market environment, and also at the application level thanks to professional engineering practice and practically oriented subjects. Within the economics and management subjects, the study program covers all key aspects of the value creation of business entities, especially in the conditions of the automotive industry.

A graduate of the follow-up master's degree program in Business Informatics has knowledge and skills in economics and management, industrial management, and ICT.

The field of general economics and management includes knowledge and skills of theoretical and economic and managerial sciences, such as managerial economics, management with a focus on the international business environment and innovation, financial management, and corporate accounting, which enable the graduate to understand, evaluate and terminologically correctly communicate theoretical and practical aspects of business in a market economy environment.

The field of industrial management includes knowledge and skills of the latest concepts, tools, and methods of production and logistics management, quality management, and industrial informatics, which enable the graduate to analyze, evaluate, improve, plan, and manage the processes of an industrial enterprise at its tactical-strategic level of management. In addition, attention is paid to comprehensive planning and management of production and its resources, a holistic concept of managing logistics activities within the supply chain, improving the quality of business processes with the use of advanced statistical tools and methods, and the use of modern information and communication technologies within the framework of effective management of the company and its supply chain.

Managerial informatics is a field that includes knowledge and skills in the field of information technology application in corporate information systems. Furthermore, the skills include the areas of concept creation and development of the information system, management of the company's database and related areas of data engineering, application of information technology in business system concepts and innovations, as well as the broad area of business informatics management. These professional competencies are complemented by knowledge in the field of cybernetics and Fundamentals of theoretical informatics.

Application of graduates

The Business Informatics study program provides the graduate with a comprehensive professionally oriented master's education, which enables him to work in manufacturing and non-manufacturing companies as a middle or top management worker, a specialist in a professional department or a consultant within the framework of industrial engineering production management and the management of technical projects of the company. In positions in the field of informatics, he is capable of independent creative activity in the field of IT analysis, business system design, design, and implementation of information systems and their operation.