



**PRIGO  
UNIVERSITY**

**STUDY FOR  
FREE  
PRIGO UNIVERSITY**

# ECO NO MICS



*iPad for free  
for school  
and personal use*

3-years | Bachelor Degree Programme (Bc.)

2-years | Master's Degree Programme (Ing.)



**Scholarship for everyone CZK 120,000 per year**

Moreover, other merit and scientific scholarships

**Minimum CZK 237,000 per 5 years**



## INTRODUCTORY WORD

I've always wanted to do things I enjoy, but I also wanted to be a little useful. I liked to pass on my observations to my surroundings, friends, acquaintances, or classmates. I always learned something new from them. My interests have always been quite broad. I like to sing, dance, but I also cook. Moreover, I've always been very interested in what was going on around me. I have always thought about the essence of things and how they work. I have dealt with politics, economic context, and society. I have been interested in problems in different parts of the world, but also in the concerns of ordinary people in the neighbourhood. When I was about to choose a university I would attend after graduation, the Faculty of Economics was a clear choice. I felt that this was the kind of social field that would connect my broader interests and I would get to understand not only the economic principles, but also the society as a whole. I liked going to school, but I participated in student life too.

I think that my alma mater brought me a lot. Yet, already during my studies, I began to doubt whether all things were as they should be. It seemed to me that sometimes we studied unnecessary subjects, knowledge was not always purposefully interconnected, and some of our teachers paid less attention to us and solved their own problems. A thousand students in a year meant that sometimes we were just numbers that were hard to wade through in the crowded corridors. Later, I went on to further studies at the Faculty of Law. Another university, another city. And everything was similar. There were teachers with whom I got along and who had time for me. We hung out at school and beyond. But there were more of those who had no time, oral exams were gradually cancelled, and things became routine. Study, pass the test and go home. Many of my classmates resigned, even though they had many ideals at first. They resigned from learning something, thinking, being interested in what was happening around him. They became pragmatists. Finish your studies, get a degree and get a job. I told myself that this was the life. There was probably no other way. There were good things and then there were bad things. This was probably higher education and maybe not only in our country. After finishing my university studies, I, like others, tried to take the usual routes, concentrating on legal practice. I also completed my doctoral studies in the field of economics.

At that time, I met a group of enthusiastic people who were trying to think about where school education was going. They often discussed it into the night. I found out that my teachers or classmates from university studies were among them. We dealt with issues of the Czech public education system, stereotypes in primary or secondary schools. We have often passionately discussed where memorization led to, why schools were the same as they had been two hundred years ago, why they did not develop critical thinking and killed creativity. But we didn't just sit in pubs and complained. We tried to do something about it. We decided to run our own schools and tried to implement our ideas in practice. We have defined clear principles and values on which our schools should be built and where they should go. We founded PRIGO. Gradually, we have built many different schools, grammar schools, elementary schools and several others. All of them were built on clear values and visions. Most of the time it wasn't easy. The surroundings didn't like us, competing established schools or state authorities.

I participated in the formation of the concept and in the development of PRIGO schools. I often wondered if it was enough, if I could not go to less explored territory and in the direction of changes in the way of teaching and functioning in the sometimes-hostile environment. To universities. For many years, there have been discussions about alternatives in primary or secondary education. But new concepts in higher education are not noticeable. Big universities tend to do things in the same way as a century ago, or even as in deep history. I do not mean laboratory equipment, procedures, but a way of thinking and functioning. My friends not only from PRIGO supported me, so I became a spiritual mother and rector of PRIGO University. A private, non-profit school. A school whose goal is not to generate profit, but to generate quality and satisfaction. I wanted to break down established ideas about how a college must work. I wanted to break down myths about the poor quality of private universities. After all, abroad, private universities are almost always the best ones.

I approached equally enthusiastic people and we started to build a university together. A small one, with a family character. As in private kindergartens or elementary schools, where a small number of children in classes is common, so we involve students in groups whose members you would count on the fingers of both hands. We really dedicate ourselves to students and involve them from the beginning in all activities. Each student has his own mentor with whom he can consult his school or private problems. I think we are a family. However, this does not mean that we do not place the necessary demands on each other, quite the opposite. Together we strive to develop our competencies and opportunities for future employment and life. We want to be the best. But not with a tic in an eye. Of course, we have problems, but we always try to solve them. Of course, we make mistakes, but we try to learn from them. I think that together with our students, we always experience five wonderful years of life.

I'm glad I could make my dream come true. Doing things that I enjoy and being beneficial. I have a vision to build a university that its graduates will be proud of. A school that will give them everything for their future life. I feel like we're doing well. And I am pleased that I am not alone and share the same values and direction with my colleagues and friends.

Zuza, the Rector



## Assoc. Prof. ZUZANA MACHOVÁ

Zuzana Machová is the Rector of PRIGO University, Vice-Chair of the Scientific Council and Chairwoman of the Internal Evaluation Board of PRIGO University. She is also Vice-Chair of the PRIGO Strategic Board, the highest strategic body of the PRIGO Group. She is a member of the Czech Rectors Conference. She habilitated in Finance at the Faculty of Business and Economics of Mendel University in Brno. She completed her doctoral studies in the field of Economics, and her Master's degree in the programme Economic Policy and Administration, at the Faculty of Economics of VSB-TU Ostrava. She completed her Master's degree programme at the Faculty of Law of Masaryk University in Brno. She also worked and now is working externally at the Faculty of Business and Economics of Mendel University in Brno, at the Faculty of Economics and Administration of Masaryk University in Brno and at the Faculty of Economics of VSB-TU Ostrava.

She focuses on public finance, public sector and its management, project and financial management, tax optimization and managerial accounting. In the field of law, she focuses mainly on administrative and financial law and legal theory. She works or has worked not only in an academic environment, but also in the management of several companies specializing in project and

financial management. In addition to her academic activities, she also practiced law with an international element. She has published more than forty articles registered in the Web of Science and Scopus sections. She is the author or co-author of several monographs and university textbooks. She was and is a researcher of scientific and research projects funded by Czech Science Foundation, Technology Agency of the Czech Republic, the European Union, Hlávka Foundation and others. She worked as a manager of an international team of researchers from OECD countries. She is a member of the Scientific Council of the Research Institute of Labour and Social Affairs in Prague and a member of the Doctoral Programme Board for Economics at Masaryk University in Brno. At this university, she is also an external supervisor of doctoral students, which she involves in teaching and scientific research activities.



## ABOUT UNIVERSITY

PRIGO University has been operating in Havířov for fourteen years. It is a modern university focusing not only on teaching itself, but also on science, research and the development of international cooperation. It accepts students who are not primarily interested in having any higher education or any academic degree, but who are interested in working hard on themselves and getting a high-quality education. They must be interested in active participating in teaching and project activities immediately after the start of their studies. All students must pass an entrance exam that will certify their abilities and motivation to study.

Study at the university is free of charge and is financed by a scholarship fund throughout their studies. We prefer innovative teaching concepts and the way of using information technologies. All students receive a free iPad for school and personal use, which they will retain after graduation. Each student will receive a scholarship of up to CZK 120,000 per year as well as other merit or scientific scholarships. New didactic methods developing critical thinking are used in lectures and seminars. Students are also required to engage in extracurricular activities. The academic staff of the university are leaders in their fields of specialization and are selected in a demanding selection process.

The university provides education in newly accredited programmes in the field of Economics in Czech or English,

namely in bachelor and in follow-up Master's programmes.

The institution cooperates with foreign universities in the USA, UK, Germany, Italy, Turkey, China and many others. It allows university exchanges and work placements within the Erasmus+ Programme. In the unique parallel programme Competences for Master's Degree, we systematically prepare students for the admission procedure and study in Master's degree programmes at the best world universities, especially in the UK and USA (e.g. Oxford, Cambridge, Harvard). No other Czech university offers a similar programme.

Newly, we also offer education in accredited programmes of further education of pedagogical staff, namely in the programmes Teacher Training for the 2nd Stage of Elementary School and Secondary School, Teacher Training for the 1st Stage of Elementary School, Teacher Training for Nursery School, Study of Pedagogy, Special Pedagogue, Study for School Directors and School Facilities.



# ABOUT UNIVERSITY

## WHO IS OUR UNIVERSITY FOR?

We focus on talented and motivated students who want to develop their talents and who are not comfortable with large universities with thousands of students per year. We are also preparing for follow-up Master's studies at prestigious foreign universities. We offer exclusively full-time study in Czech or English, namely in economic programmes. With its concept and study requirements, our university is particularly suitable for a more capable third of grammar school graduates, especially eight-year courses. We also recognize the secondary education of graduates of IBDP (International Baccalaureate) programmes.

## WHAT ARE THE TEN ADVANTAGES OF STUDYING WITH US?

1. high scholarship for everyone from the beginning of studies (e.g. in the last year of bachelor's studies CZK 36,000 per year, and in the last year of the follow-up master's study CZK 120,000 per year)
2. study without tuition fees
3. iPad for everyone (for school and personal use; students retain them even after graduation)
4. fully paid foreign stay for everyone
5. maximum of 15 students in a class in Bachelor's studies and 10 students in follow-up Master's studies
6. professional mentor from the beginning of studies for everyone
7. free CMD (Competences for Master's Degree) programme preparing for studies at prestigious foreign universities
8. individualized teaching based on the principles of Priority GO supporting the development of talents
9. merit scholarships
10. scientific scholarships and participation in scientific projects from the beginning of studies

## WHAT DO WE REQUIRE OF APPLICANTS?

- passing a multi-round written and oral entrance examination
- ability to participate in at least one several-day stay at a foreign university
- ability to devote oneself fully to full-time study, teaching and non-teaching and extracurricular activities
- extraordinary talent or motivation



## WHAT DO WE OFFER?

- teaching by top academic staff in Czech or English of the student's choice
- individualization of teaching in small groups using mentors and the unique Priority GO approach
- preparation for studies at prestigious foreign universities in a follow-up Master's degree
- study without tuition fees and with your own iPads
- studies with a high scholarship allowing to devote oneself exclusively to studies (the minimum amount of the scholarship is CZK 237,000 per 5 years of the overall Bachelor's and follow-up Master's degree)
- the academic title of Bachelor (Bc.) and Master of Science (Ing.), which is recognized based on accreditation according to the Higher Education Act and directly recognizable in all EU countries
- international environment (at least 25% of Bachelor's students and 33% of Master's students from abroad are always admitted)

### WHAT IS THE EMPLOYMENT OF GRADUATES?

- in all fields of economic character (public administration, self-government, bank bodies, management of small, medium-sized and multinational companies, banking sector including the Czech National Bank or the European Central Bank, EU institutions and international organizations)
- academic or research sphere, or project management
- follow-up Master's studies at prestigious universities abroad or doctoral studies

### HOW LONG DOES THE STUDY TAKE?

- Bachelor's studies are standardly three years and are completed by a bachelor thesis and the final state examination; the graduate obtains the academic title of Bachelor (Bc.)
- Follow-up Master's study is normally two-year and is completed by a diploma thesis and the final state examination; the graduate obtains the academic title of Master of Science (Ing.)





# SCIENTIFIC BOARD OF PRIGO UNIVERSITY

The functioning and the quality of teaching are supervised by the Scientific Board of PRIGO University.

## INTERNAL MEMBERS

Prof. Igor Kotlán	Chair
Assoc. Prof. Zuzana Machová	Vice-Chair
Prof. Lenka Fojtíková	
Prof. Jana Geršlová	
Prof. Christiana Kliková	
Prof. Osvald Vašíček	
Dr. Emil Adámek	
Dr. Pavel Kotlán	
Dr. Rudolf Macek	
Dr. Veronika Nálepová	
Dr. Pavel Petr	

## EXTERNAL MEMBERS FOREIGN COUNTRIES

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Assoc. Prof. Katarína Brocková	Faculty of International of Relations of the University of Economics in Bratislava, Slovakia
Prof. Imre Fertő	Hungarian Academy of Science, Director, Hungary
Prof. Yusuke Matsuzawa	Faculty of Service Management, Bunri University of Hospitality, Japan
Dr. Barbora Mazúrová	Faculty of Economics, Matej Bel University in Banská Bystrica, Slovakia
Prof. Jože Mencinger	Faculty of Law, University of Ljubljana, Slovenia
Dr. Karol Morvay	Faculty of National Economy of Bratislava, Slovakia
Assoc. Prof. Michal Šoltés	Faculty of Economics, Technical University of Košice, Dean, Slovakia

## EXTERNAL MEMBERS CZECH REPUBLIC

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Prof. Vladimír Čechák	Faculty of Law and Administrative Studies, University of Finance and Administration
Assoc. Prof. Martina Jiránková	Faculty of International Relations, University of Economics in Prague
Assoc. Prof. Svatopluk Kapounek	Faculty of Business and Economics, Mendel University
Prof. Jiří Kern	Faculty of Economics, Technical University of Ostrava
Assoc. Prof. Karel Kouba	Philosophical Faculty, University of Hradec Králové
Assoc. Prof. Šárka Laboutková	Faculty of Economics, Technical University of Liberec
Petr Machej	District Chamber of Commerce, Karviná
Dr. Daniel Němec	Faculty of Economics and Administration, Masaryk University
Assoc. Prof. Ladislav Průša	Research Institute for Labour and Social Affairs
Prof. Jana Stávková	Faculty of Business and Economics, Mendel University
Prof. František Varadzin	School of Business Administration in Karviná, Silesian University
Prof. Milan Žák	University of Economics and Management Prague



# INTERNATIONAL EVALUATION PANEL

The development of activities is overseen by the International Evaluation Panel.

## CHAIR

Prof. Stanislav Šaroch

Prague University of Economics and Business, Czech Republic

## MEMBERS

Prof. Max Gillman

University of Missouri, St. Louis, USA

Prof. Zenon Jasiński

Academy of Management and Administration in Opole, Poland

Assoc. Prof. René Böhme

Johannes Kepler University Linz, Austria

Assoc. Prof. Patrizia Gazzola

University of Insubria, Italy

Dr. Stawomir Śliwa

Academy of Management and Administration in Opole, Poland

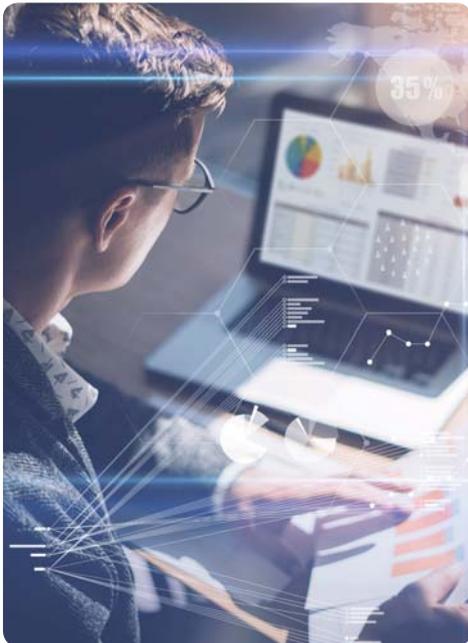
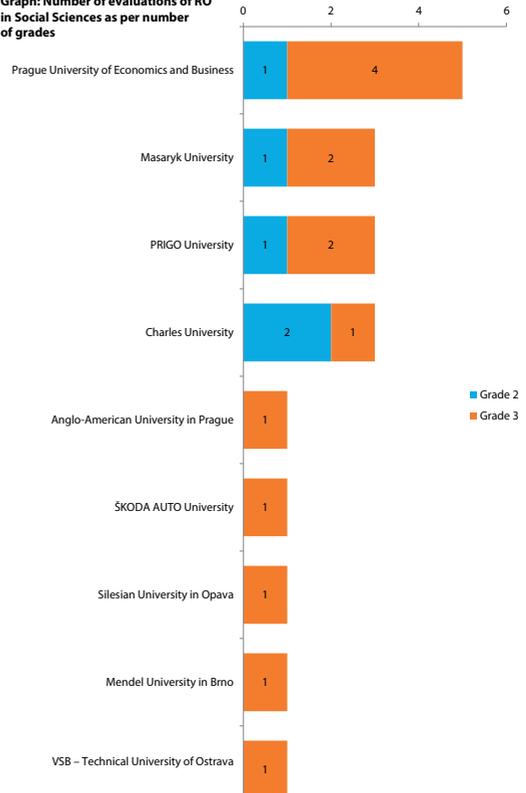


## WE ARE AN EXCELLENT RESEARCH ORGANIZATION

We carry out excellent research. According to the latest official assessment of the Council (Government) for Research, Development and Innovation, we are second in the field of research excellence in our offered study programmes in contribution to knowledge, together with Charles University in Prague and Masaryk University in Brno, and the best in the Moravian-Silesian region.

### UNIVERSITY RANKING IN THE CZECH REPUBLIC

Graph: Number of evaluations of RO in Social Sciences as per number of grades





## PREPARATION FOR MASTER'S STUDY ABROAD

We also prepare students for Master's degree studies at prestigious universities in the UK, USA and other countries, where our bachelor graduates can study. This programme is designed for talented and especially motivated students from

the Czech Republic who want to obtain a quality foreign education and increase their chances to work in prestigious positions.



## SCHOLARSHIP PROGRAMME

**ALL STUDENTS WILL RECEIVE A SCHOLARSHIP.**

PROGRAMME	SEMESTER	SCHOLARSHIP PER MONTH
Bachelor	I.	CZK 500
	II.	CZK 1,000
	III.	CZK 2,000
	IV.	CZK 2,000
	V.	CZK 3,000
	VI.	CZK 3,000
Master's	I.	CZK 3,000
	II.	CZK 5,000
	III.	CZK 10,000
	IV.	CZK 10,000

**Minimum scholarship is CZK 237,000 per 5 years.**

Another scholarship can be obtained for study results, scientific research, etc.



# FOREIGN PARTNER UNIVERSITIES

-  University of Nebraska, Kearney, USA
-  Nantong University, China
-  Sichuan Vocational and Technical College, China
-  The University of Police and Public Administration North Rhine-Westphalia, Germany
-  Università Degli Studi dell 'Insubria, Italy
-  TED University, Turkey
-  HITIT University, Turkey
-  University of Opole, Poland
-  Opole University of Technology, Poland
-  Higher School of Management and Administration in Opole, Poland
-  Kazimieras Simonavičius University, Lithuania
-  College of Business Administration, Latvia
-  University of Bucures, Romania
-  Matej Bel University in Banská Bystrica, Faculty of Economics, Slovakia
-  College of International Bussines ISM , Slovakia
-  Pavol Jozef Šafárik University in Košice, Slovakia
-  University of Ss. Cyril and Methodius in Trnava, Slovakia
-  College of Social Work, Serbia





# CZECH ECONOMIC SOCIETY BRANCH IN HAVÍŘOV

The Czech Economic Society (CES) based in Prague is the most important economic organization in our country.

The main mission of the CES is to help development and popularization of economics through professional lectures

and scholarship activities. The PRIGO University guarantees the operation of the CES within the Havířov branch. We significantly participate in university and practical interactions in the economic field.

## MEMBERS

Dr. Emil Adámek (chair)

Prof. Lenka Fojtíková

Dr. Boris Navrátil

Dr. Martin Murín

Dr. Veronika Nálepová





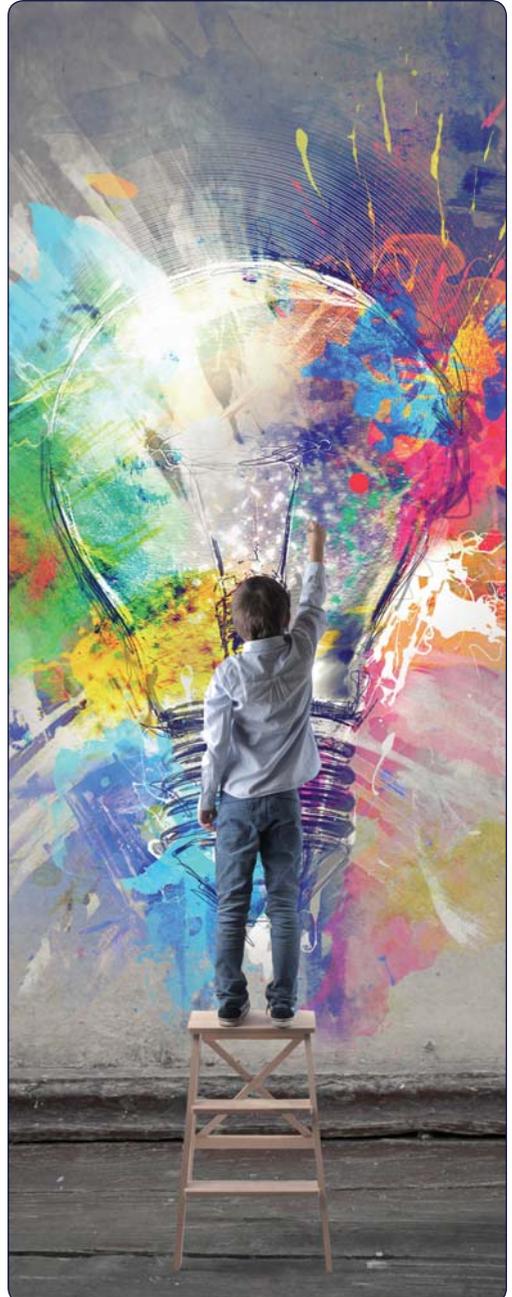
# PRIORITYGO

PRIGO schools are based on the unique PriorityGO approach, which is protected by a trademark. We try to develop the personalities of our pupils, students and teachers by combining individualization of teaching and modern didactic methods. PRIGO schools focus not only on theoretical education, but especially on the applicability of graduates in future life. Emphasis is placed on cultural traditions and values of education in our area and especially on the high quality of teaching with priority given to the development of factual skills over the formalized achievement of the qualification framework.

1. School for life as it will be  
**WE HAVE A VISION**
2. Personality Development  
**WE HAVE A MISSION**
3. Critical thinking  
**WE ARE NOT AFRAID  
TO USE OUR OWN REASON**
4. Individualization  
**WE ARE UNIQUE**
5. Mentoring  
**WE LEARN INTERGENERATIONALLY**
6. Project approach to teaching  
**WE SUPPORT RESPONSIBILITY  
AND TEAMWORK**
7. Smart School  
**WE FOLLOW THE CURRENT TRENDS**
8. Internationalization  
**WE LEARN FROM THE BEST**
9. Ethics  
**WE RESPECT TRADITIONAL VALUES**
10. Sustainability  
**WE ARE HUMANS**



You can meet with the whole unique and by the trademark PriorityGO protected approach at [www.prigo.cz/en/prioritygo-en](http://www.prigo.cz/en/prioritygo-en).





# DANUBE



DANUBE is an international professional journal referring to the tradition of the humanities-oriented periodical of the same title, which was first published in Vienna as early as 1923. Just as the Danube River connects European capitals, the DANUBE Journal creates a strong network of links between European researchers who have dedicated their professional lives to the social sciences and humanities. The journal also welcomes authors from other regions, as long as they respect the Aims & Scope of the journal. The journal has been published by the De Gruyter, a prestigious publisher with a history of almost 270 years, since 2021 in collaboration with the PRIGO University. It is printed, but in particular it is published and distributed as an electronic Open Access resource. It is listed in most key citation databases, while it has been listed in the Scopus database since 2010.



# CONFERENCE

The International Scientific Conference Economic Policy: Post-Pandemic Challenges and Opportunities of the Czech and European Policy in 2022 follows the long tradition of conferences held in the Moravian-Silesian Region subtitled as Economic and Social Challenges of the European Economy, Economic Policy in the EU Member Countries, Economic Policy and New EU Member Countries, and Economic Policy and Economies in Transition.

The conference takes place in the Moravian-Silesian Beskydy Mountains and is attended by experts in the disciplines of economics, law, social and political sciences and international relations – coming from the Czech Republic as well as from abroad. Since 2018, based on suggestions from our previous participants, we have extended the focus of the conference to include social policy, which is an inherent part of economic policy, becoming increasingly important.

In 2022, the conference will be held at the Hotel Lorkova Vila situated in the beautiful place of the Moravian-Silesian Beskydy from 6 to 8 September. This conference is organized by PRIGO University.



## CONTACTS

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