



**PRIGO
UNIVERSITY**

**STUDY FOR
FREE
PRIGO UNIVERSITY**



*iPad for free
for school
and personal use*

ECONOMICS

3-years | Bachelor Degree Programme (Bc.)

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

2023/2024

**Economy and Management
Managerial Economics**

Economic Policy and Public Administration

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.

Zuzka, the Rector

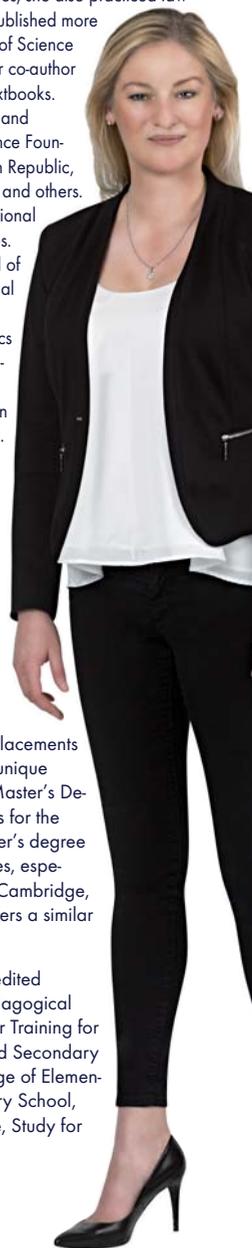


Assoc. Prof. ZUZANA MACHOVÁ

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 the guarantor of the Bachelor's degree programme Economy and Management as well as the guarantor of the Master's degree programme Managerial Economics at 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 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 Scientific Council of 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. We also accept the secondary education of graduates of IBDP (International Baccalaureate) programmes.

WHAT ARE THE TEN ADVANTAGES OF STUDYING WITH US?

1. individualized teaching based on the principles of Priority GO supporting the development of talents
2. professional mentor from the beginning of studies for everyone
3. 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) and merit scholarships
4. study without tuition fees
5. iPad for everyone (for school and personal use; students retain them even after graduation)
6. fully paid foreign stay for everyone
7. maximum of 15 students in a class in Bachelor's studies and 10 students in follow-up Master's studies
8. classes take place only in new creative classrooms fit for the 21st century, which include an experimental laboratory with virtual reality equipment and a relaxation area with a coffee machine.
9. free CMD (Competences for Master's Degree) programme preparing for studies at prestigious foreign universities
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 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.)





STUDY PROGRAMMES

BACHELOR STUDY PROGRAMME | ECONOMY AND MANAGEMENT (Bc.)

The aim of the three-year study programme Economy and Management is to prepare graduates who understand the structure and functioning of any type of economy and are able to manage it using modern management methods. It is therefore the study of the management of the economy regardless of its size, affiliation to the private or public sector, profit or non-profit nature, legal form, national, international or transnational character, etc. The content focus of the programme thus creates the prerequisites for graduates to be employed in various managerial positions in the private and public sector, i.e. in enterprises, multinational corporations, internationally operating companies, authorities, local government bodies and other organisations in the public or non-profit sector. The study programme provides theoretical knowledge in the field of microeconomics, macroeconomics, management and the structure and functioning of the economy of a company, the Czech Republic and the world. Through compulsory elective courses, students have the opportunity to profile themselves more closely in the management of sub-types of the economy. During their studies, they acquire the professional knowledge and practical skills necessary for the practice of management, as well as linguistic competence. Thanks to this, they will be prepared for further studies or employment not only in the Czech Republic but also abroad. Part of the study includes the completion of professional practice, but the study programme is designed as an academically oriented programme representing the basis for further master's studies in management and administration-oriented programmes.

The graduate of the Bachelor's study programme Economy and Management will be employed mainly as:

- corporate manager,
- financial and project manager,
- manager in international and multinational corporations,
- manager in the public sector and in the non-profit sector,
- businessman.



...classes are conducted in small groups of students
in an inspiring and friendly environment...



...iPads are a standard part not only of our foreign language classes (which you are looking at)...

BACHELOR STUDY PROGRAMME | ECONOMIC POLICY AND PUBLIC ADMINISTRATION (Bc.)

The aim of the study in the three-year programme Economic Policy and Public Administration is to prepare graduates equipped with the competences for qualified performance of an independent worker in the economic policy field, especially in the monetary field, in banking and insurance, in EU bodies and institutions, in state administration and self-government bodies, or in business management in the private sector. The study programme provides theoretical knowledge in the field of economic theory, as well as in the area of economic policy objectives, tools and authorities, both at general level and in specialized areas such as fiscal policy, monetary policy, social policy or employment policy. The programme also provides theoretical knowledge and practical skills in the field of public sector functioning, including its management and financing. Part of the study is the development of language skills so that graduates can apply them both in the follow-up study and in practice. Part of the study is also the completion of professional practice, but the study programme is designed primarily as an academically focused programme, which forms the basis for the follow-up master's degree in programmes focusing on economic policy and administration.

The graduate of the Bachelor's study programme Economic Policy and Public Administration will be employed in particular as a specialist:

- in central bank, commercial banks or insurance companies,
- in the bodies of EU institutions and other international organizations,
- in state administration bodies and in bodies of self-governing units,
- in lower and middle management of private sector enterprises.



MASTER'S DEGREE PROGRAMME MANAGERIAL ECONOMICS (Ing.)

The two-year follow-up Master's degree programme in Managerial Economics is focused on the application of economic theory and methods in the process of managerial decision-making at the level of the private and public sectors of the economy. The aim of the study in this programme is to prepare graduates who will be equipped with highly specialized knowledge in the field of Managerial Economics serving as the basis of original thinking or research and will be able to critically realize knowledge in this field and at the interface between different areas. Graduates will also acquire special skills required in solving problems in research or innovation in order to develop new knowledge and practices and integrate knowledge from various areas of Managerial Economics. In accordance with EQF 7, graduates will also be able to manage and transform work or study contexts that are complex, unpredictable and require new strategic approaches, and be responsible for contributing to professional knowledge and practices or assessing the strategic performance of teams.

The graduate of the follow-up Master's study programme Managerial Economics applies as:

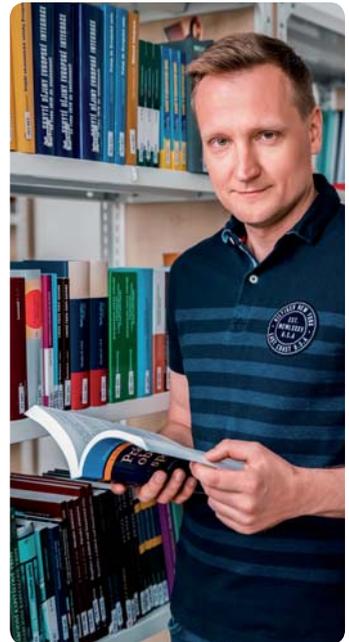
- corporate manager, especially financial and project manager, strategic level,
- manager in international and multinational corporations, middle and top level,
- manager in the non-profit sector, in the public sector, middle and top level,
- entrepreneur.

MASTER'S DEGREE PROGRAMME ECONOMIC POLICY AND PUBLIC ADMINISTRATION (Ing.)

The graduate of the two-year follow-up programme Economic Policy and Public Administration is prepared to work as an independent economic expert and analyst, able to carry out national economic analyzes using advanced statistical and econometric methods, taking into account the broader macroeconomic context and patterns of socio-economic development of society. Other positions of graduates of the study programme are positions at the level of middle and top management both in public administration institutions and in the private sector, where they are able to lead a team, including a team with an international composition. The graduate can also work as a project manager in both the private and public sectors, where he / she is able to process and evaluate grant applications. In all positions, the graduates will use the language skills acquired during their studies through lectures by foreign teachers, work with foreign language literature or through a foreign internship.

The graduate of the follow-up Master's study programme Economic Policy and Public Administration will be employed as a professional analyst or manager in the following types of institutions and organizations:

- banking and insurance (central bank, commercial banks, insurance companies and other financial institutions),
- bodies of EU institutions and other international organizations,
- public administration and non-profit sector (central government and self-government bodies, labour offices, social security administration, tax authorities, statistical offices, etc., non-governmental non-profit organizations),
- private-sector firms (enterprises operating in all sectors where graduates find work both as professional economic analysts and in middle and top management).



...even our most cited and world-renowned researcher occasionally opens a scholarly publication from our university library. What is primarily used, however, is a wide range of electronic databases...



SCHOLARSHIP PROGRAMME



Studying with us is not just free for our students, but all of them also receive an interesting scholarship, which increases with each half-year of study. In bachelor studies, this amounts to CZK 500 a month in the first semester, CZK 1 000 in the second semester, CZK 2 000 in the third and fourth semesters and CZK 3 000 in the fifth and sixth semesters. In

the follow-up master study, the first semester nets CZK 3 000 a month while the second semester CZK 5 000. The last two semesters yield a scholarship of CZK 10 000 a month, that is CZK 120 000 a year. Students can also receive other merit or scientific scholarships.



...the smile of one of our students is a clear proof that he can fully concentrate on his studies thanks to the generous 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.



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	

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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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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
Assoc. Prof. 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 Böheim

Johannes Kepler University Linz, Austria

Assoc. Prof. Patrizia Gazzola

University of Insubria, Italy

Dr. Sławomir Śliwa

Academy of Management and Administration in Opole, Poland



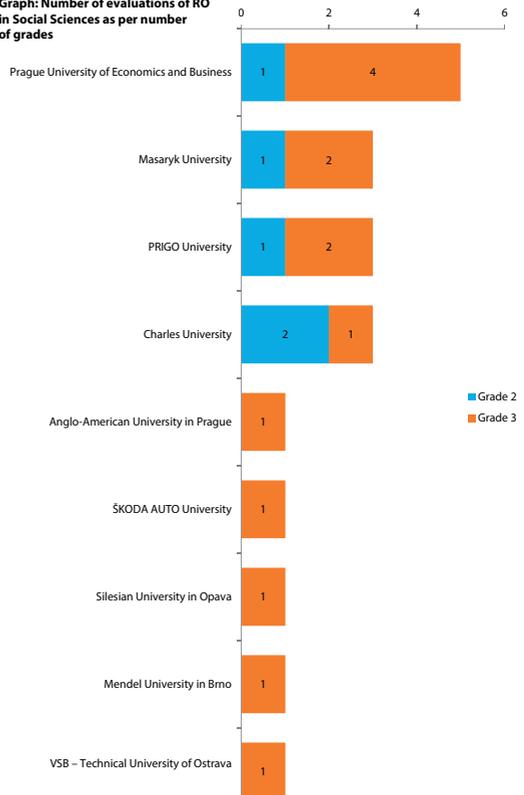
WE ARE AN EXCELLENT RESEARCH ORGANIZATION

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

Students who start studying our bachelor's degree programmes have the opportunity to complete the unique Competences for Master's Degree lifelong learning programme. This programme systematically prepares our students to study in master's degree programmes at prestigious universities in the United Kingdom, the US and other countries, where they can continue with their studies after successfully completing the bachelor studies with us. This programme is intended for talented and particularly motivated students from the Czech Republic who want to obtain a high-quality education abroad and the associated assurance of employment in prestigious jobs. Master's degree studies, especially at universities in the United Kingdom and the US, usually last two years; or one year only in some cases. The admission procedure is specific, though most of its relevant parts can be prepared for very well. The preparation at PRIGO University takes place on two levels. Above all, it concerns the style of teaching at our university, which, within legal possibilities, focuses on the use of modern teaching methods comparable

to prestigious foreign universities. At the second level, we offer our students to take part in the unique Competences for Master's Degree (CMD) programme, which we have prepared so that it can systematically prepare students beyond the scope of studies in accredited bachelor's programmes for the admission procedure and the studies in prestigious master's degree programmes at foreign universities. Students are led as part of this programme to participate in volunteer and extracurricular activities, as participation in these activities is often required by foreign universities in the admission procedure. As one of the few in Czechia, the PRIGO University participates in the prestigious Duke of Edinburgh (DofE) programme, which was founded in the UK. Within the CMD programme, our students will be meeting successful graduates of foreign universities, such as the University of Oxford, the University of Cambridge or Harvard University. The programme also includes a visit to the above-mentioned prestigious schools and a meeting with their students and teachers.



...we will also prepare you for your further studies
abroad in a smart and fun but effective way...



FOREIGN PARTNER UNIVERSITIES



-  University of Nebraska at Kearney, Kearney, USA
-  University of Cambridge, Cambridge, Velká Británie
London South Bank University, London, Velká Británie
University of Lincoln, Lincoln, Velká Británie
-  Korea University Sejong Campus, Sejong City, Korea
-  National Taipei University of Education, Taipei, Tchaj-wan
-  Nantong University, Nantong, Čína
Sichuan Vocational and Technical College, Suining, Čína
-  TED University, Ankara, Turecko
HITIT University, Korum, Turecko
Karabük University, Karabük, Turecko
-  University of Applied Sciences for Police and Public Administration in North Rhine-Westphalia, Köln, Německo
-  Lusophone University of Humanities and Technologies, Lisboa, Portugalsko
-  University of Málaga, Malaga, Španělsko
Abat Oliba CEU University, Barcelona, Španělsko
Institute of Llançà, Llançà, Španělsko
University of Insubria, Varese, Itálie
-  University of Dubrovnik, Dubrovnik, Chorvatsko
-  University of Maribor, Maribor, Slovinsko
-  University of Debrecen, Debrecen, Maďarsko
-  University of Bucharest, București, Rumunsko
-  Kazimieras Simonavičius University, Vilnius, Litva
-  College of Business Administration, Riga, Lotyšsko
-  The Academy of Management and Administration in Opole, Opole, Polsko
Opole University of Technology, Opole, Polsko
University of Opole, Opole, Polsko
University of Wrocław, Wrocław, Polsko
Calisia University - Kalisz, Kalisz, Polsko
University of Social Sciences, Łódź, Polsko
-  University of Presov, Prešov, Slovensko
University of Ss. Cyril and Methodius in Trnava, Trnava, Slovensko
Alexander Dubček University of Trenčín, Trenčín, Slovensko
Bratislava University of Economics and Management, Bratislava, Slovensko
Matej Bel University in Banská Bystrica, Banská Bystrica, Slovensko



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



...we often meet in our lecture hall – for example, when a top foreign expert makes a visit to us or during matriculation and graduation ceremonies...



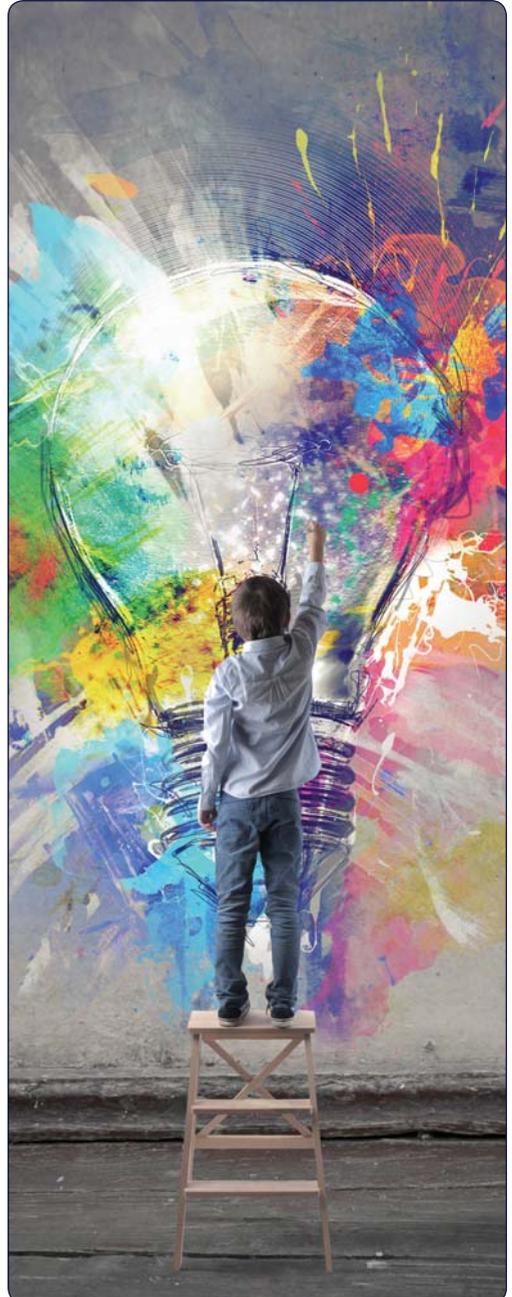
PRIORITYGO

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.





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 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.

The plenary session of the conference is regularly attended by the most important economic policy experts in the Czech Republic. Speakers have included the former President of the Czech Republic, current and past Governors of the Czech National Bank, chief economists of the largest Czech banks and directors of the largest Czech industrial enterprises.

In 2023, the conference will be held in Hotel Bartoš in Frenštát pod Radhoštěm between 5 and 7 September 2023. The conference is organised by PRIGO University.



...between lessons, we get to ride our school bikes to a pub, or perhaps use our university coffeehouse or gym... everyone likes to relax and think in a different environment...



...do you still think that our university works the same as the other universities, which are all the same and where no one really recognises your face anyway?

Who did you see in the photos? Zuzka, Pavel, Jaroslav, Sabina, Dmitriy, Anežka and their other colleagues and students.

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