

Strategický záměr p sobení zahrani ní vysoké školy na území eské republiky

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Strategic plan for Chapman University's operation in the territory of the Czech Republic

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*Act on Higher Education Institutions and on Amendments and Supplements
to Some Other Acts (Act no. 111/1998 Coll.)*

The mission of the George L. Argyros School of Business and Economics (ASBE) is to develop business leaders who create value for their organizations by blending sound economic reasoning and a global perspective with the qualities of individual initiative, analytical skill, accountability, effective communication, and integrity. The Argyros School distinguishes itself by providing students and alumni with unmatched access to exceptional teachers and scholars, a network of top executives, and opportunities for practice-based business education.

The Chapman MBA in Prague is a key component in developing business leaders with a global perspective. First, students in the Prague MBA program interact with faculty members from a top-ranked American university. They are able to hear about cutting-edge business practices and consider how they can be applied to their careers in the ~~(d)-or~~ -rs h to rs deand beond.

The strategy includes three key areas of focus – Program Excellence, Industry Partnerships, and Brand Prominence.

Program Excellence

Program excellence in the Prague MBA program means continually updating course content to stay on the cutting-edge of professional business education. Chapman continuously improves our curriculum management (a.k.a. assurance of learning) processes to provide for ongoing