

# MBA PROGRAM FIS VŠE IT MANAGEMENT & BUSINESS TRANSFORMATION

powered by IT leaders



Master the skills to lead, innovate,  
and scale IT in dynamic business environments.

SEMESTER  
BUSINESS



The MBA programs offered by the Faculty of Informatics and Statistics, Prague University of Economics and Business, are part of the Data & Business platform, which focuses on combining the academic and business worlds, preparing professionals to lead and innovate in the digital economy.

## A Word from the Academic Director



Dear Prospective MBA Candidate,

I am delighted to see your interest in our MBA program in IT Management and Business Transformation.

The idea of establishing this MBA program at the Prague University of Economics and Business has been considered for quite some time. Thousands of students have already completed our master's level programs focused on IT management, and they have been remarkably successful. Many of our graduates hold high-level managerial positions in IT, and not only from them, but also from industry professionals, we regularly receive inquiries on

how to advance further in this field, reach higher managerial positions, and what additional education is required to achieve these goals. This inspired us to create the MBA program that you are now exploring in this brochure.

I personally view corporate IT as a significant value-add for companies and as a key element for a modern and successful business, driven by effectively managed innovation and digital transformation, with a strong emphasis on cybersecurity and information protection. My experience as a CIO across various business sectors has taught me that the most crucial aspect is the ability to combine technical knowledge, management skills, and strategic thinking with a compelling and defensible vision, while staying abreast of the latest trends in both IT and business. We have worked hard to incorporate these elements into this program, along with a wealth of knowledge and skills from leading CIOs of large companies.

Management education in IT management and business transformation is a different chapter from traditional higher education. It requires a more personalized approach, catering to participants who need to engage with subject matter experts, discuss real-world use cases, and, most importantly, seek to advance their professional lives.

This is why I proposed the program's motto: *„To support and develop IT leaders worthy of following.“*

From the outset, our program is designed—like our other MBAs—as a management education that is not general and broad but rather deeply focused on a specific area. Consequently, I see it as a transformational MBA that can significantly impact the personal career direction of each graduate.

I am also pleased that, thanks to our partnerships, we have been able to include modules taught by experts from renowned universities such as UC Berkeley in California and IMD Business School in Switzerland. These, along with lectures by leading CIOs from multinational companies, elevate the level of education you will receive to a world-class standard.

With this program, you will not only acquire valuable skills but also become part of a diverse community of professionals and enthusiasts in IT management.

I wish you every success on your journey and would be honored if our MBA program could help you achieve it.

Sincerely,

**Milan Nidl**

Academic Director of the MBA Program in IT Management & Business Transformation

# MBA IT Management & Business Transformation

## Program Characteristics

The MBA program enables students to acquire comprehensive knowledge, skills and competencies of managers who manage IT, or are responsible for IT management or work with this level of management. It offers specialized training focused on the role of IT, program and project management, IT service process management, IT architecture and data management, infrastructure, cybersecurity and risk management, IT governance, vendor relationship management, IT financial management, IT value and digital transformation and innovation, IT leadership, and group IT management. The program helps to develop the skills to apply the knowledge and skills acquired in managing IT in the context of digital transformation.



## What You Will Learn

Upon successful completion of the program, the graduate will be prepared to strategically and flexibly plan and manage IT to build a next-generation enterprise with a focus on:

- Achieving business and IT alignment in the company
- Creating, defending and implementing IT strategy and IT value
- Planning and management of financial and human resources
- Quality leadership and coaching of the IT team
- Effective management of suppliers and external resources
- Effective application of process, technological and legislative trends
- Preparedness for changes in the market environment
- Understanding and leveraging Emerging Technologies to support business growth
- Building and continuously developing a successful and efficient IT team and effective IT Governance
- Risk analysis and planning and implementation of measures to protect data and mitigate cyber threats
- Application of effective process management of IT services

## Basic Structure of the Program

The MBA program is spread across three semesters. It consists of 14 weekend modules. The program starts in September and ends in December of the following year. There are no classes in July and August.

The first two semesters focus on studying courses according to a precise schedule, held in-person at the school premises in Prague. In the third semester, participants work on their own data-focused projects, which are derived from their professional practice. This phase does not involve traditional module teaching, and participants do not need to be present at the school. However, they can arrange individual consultations with relevant lecturers and must regularly present the progress of their project and MBA thesis.



### Weekend learning blocks:

**FRIDAY**  
2 PM to 6 PM

**SATURDAY**  
9 AM to 6 PM

**SUNDAY**  
9 AM to 1 PM

## CONTENT OF INDIVIDUAL COURSES

### IT Management for Business Transformation Introduction

- Basic introduction to the MBA program, its structure and timetable
- Introduction to the basic objectives of the program
- An introduction to each subject and the basic questions each subject should answer with its focus
- Familiarisation with the outcomes of individual courses
- Familiarization with the guarantors and teachers of the courses
- Information about the final oral examination
- Introduction of the students of the course
- Presentation skills practically – meeting with professional coach

### The Role of IT

- Why IT and why digital?
- Individual executive roles in the management of the company and in corporate governance
- The role of IT in supporting business growth
- The role of IT in mitigating and eliminating risks
- Overview of IT services and products for different areas of business or service provision
- The role and competence of IT leadership in a growth environment
- CIO and IT Director in the top management of the company
- Key roles and their competencies in IT (operations, development, support, ...)
- The role of process, technology and legislative trends
- The role of IT in the phases of the company life cycle

### Infrastructure

- clouds,
- HW, virtualization
- levels of virtualization, data networks, storage (data, object)
- IoT
- SW controlled networks
- Information centric networking
- Edge computing
- AI



## **Cybersecurity and Risk Management**

- The importance of cybersecurity data protection, the role and competence of CIO
- The most common threats and attacks in the digital economy and their potential impact
- Technical and organisational measures taken to protect data and infrastructure
- Early detection and response to cyber events and incidents ensured and the role of crisis management?
- The main principles of effective cybersecurity planning and implementation
- The role of employee education and awareness in preventing cyber threats
- The basic principles addressed by NIS2, DORA, GDPR and their adaptive laws/decrees?

## **IT Financial Management**

- Financial and management accounting,
- Methods for cost-benefit management TCO, ROI, CBA
- Benchmarks in IT
- Cost accounting of IT services and infrastructure
- Implementation costs, operating costs - asset value, depreciation
- Financial planning and IT budget management
- Trends in financial management (financial management of new technologies, clouds, volatility)
- Financial Metrics
- Project pricing

## **IMD Sprint – digital transformation**

- Digital value drivers and response strategies
- Digital transformation execution
- Digital and organizational agility
- The future of digital transformation and digital ethics
- Case studies

## **IT Value and Digital Transformation, Innovation**

- The value of IT in the strategic management of digital innovation
- Motivational factors for digital transformation
- Digital business models
- The role of IT in developing a digital business model
- IT value metrics for business (non-financial KPIs, dashboards)
- Digital Transformation Management



## Supplier Relationship Management

Ethics and relationship building and development

- Negotiation techniques
- Sourcing
- Purchasing process in IT,
- Supplier management
- Vendor lock-in, exit strategy
- The impact of NIS2 on suppliers and supplier management.
- Impact of the EU Cyber Resilience Act on vendor liability for internal defects in an IT product.

## Leadership in IT

- IT manager personality, IT teams and culture
- Selection of team members
- Building, managing and motivating the IT team
- Talent management (idea adopters and idea creators)
- Effective communication
- Management skills
- Building and maintaining culture and values (company and team culture)
- Knowledge management and knowledge debt
- Modern coaching
- Multigenerational differences and their management and motivation
- Multinational team and specifics of their management and motivation

## Program and Project Management

- Change management in IT infrastructure and IS. Changes triggered by process needs and IT-induced changes (end of support, cost changes, ....)
- Effective planning and management of IT programs and projects
- Prioritization of business plans - portfolio management
- Preparing to adapt to an agile approach (not all parts of the organisation or projects will be ready for a full transformation towards an agile approach. It is necessary to start with a gradual adaptation of agile principles and practices on a small scale and expand them during the preparation or during project management)
- Agile methodologies
- DevOps/DevSecOps development / how it really works, responsibilities
- Connecting the standard and agile worlds
- Hybrid project management / combining elements of traditional project management (e.g. planning and monitoring) with agile practices (e.g. iterative development and incremental delivery)

## **Process management of IT services**

- Methodologies, standards and frameworks for service management
- Definition and design of IT services, SLM, SLA internal x external
- Managing and measuring the effectiveness of IT services
- IT services and non-IT processes, Business impact analysis
- Ensuring compliance with IT regulations and standards
- IT services and tools and their effectiveness
- Technological debt
- Vendor lock-in

## **IT organisational setup - IT Governance**

- IT Strategy (including sub-strategies) and its possible roles (supporting competitive advantage, acquisitions, company transformation, technological change, ....)
- IT control models
- Roles, responsibilities and authorities and their relationship to the CIO (CFO, CRO, HR, CISO, etc.)
- Roles, powers and responsibilities within IT (Architect, DevOps, UX, ...)
- products and services provided by IT
- IT as part of the enterprise ecosystem
- IT Governance (centralized, decentralized, hybrid, shared service center)

## **IT Architecture and Data Management**

- Enterprise Architecture (EA), its importance and benefits
- Methodologies and tools for successful EA implementation
- Roles and competencies of architects (business, solution, ...), how they fit together, standards
- IT architecture design and implementation
- Managing and controlling data flows for decision support and value creation
- Business intelligence and data analysis
- When to develop and when to buy

## **Group IT management**

- Globalisation of IT services and infrastructure
- International legal and ethical aspects
- Mergers, acquisitions of companies and their IT
- Purchase of new companies Due diligence, preparation for the sale of the company.
- Investments, divestments
- Harmonisation, management of the governance process as a whole

## Get to Know the Experts

## You'll Meet Along Your MBA Journey

### David Böhm



David is an expert in enterprise IT management with over 15 years of experience. He has developed his expertise through various roles and management positions, focusing on IT finance, procurement, and project management. His responsibilities have included the preparation of IT strategy, negotiation of international and internal IT contracts, and the design of IT service provision and purchasing processes.

In the MBA IT Management & Business Transformation program, he will serve as an external lecturer in IT Financial Management and Supplier Relationship Management.

He currently holds the position of Head of Controlling and Performance Management at Kooperativa, a.s., VIG.

### Tomáš Bruckner



Tomáš is responsible for leading the Master's degree program in Corporate IT Management at Prague University of Economics and Business. As an independent consultant, he has extensive experience in technology strategy, IT value creation, and business process management in corporations. Additionally, he enjoys participating in projects that explore how new technologies can drive business innovation. In the MBA program, he teaches courses on the Role of IT and IT Supplier Relationship Management.

## Pavel Hejduk



Pavel has dedicated his entire professional career to information and cybersecurity in the energy sector. Since 2005, he has held various cybersecurity positions, including the role of CISO at two subsidiaries of the ČEZ Group. Since 2017, he has served as the Group CISO at ČEZ's parent company. Pavel supports the cybersecurity community as a member of the program committee for selected conferences and cyber events. As of March 2023, he also serves as an elected member of the Advisory Group of the European Union Agency for Cybersecurity (ENISA).

In the MBA program "IT Management & Business Transformation," Pavel teaches in the module Cybersecurity and Risk Management.

## Pavel Strnad



Pavel has been a university lecturer since 2017 and is currently a Network Specialist at the University of Economics, Prague, where he has been employed since 2012. In addition to his university role, Pavel also works as a Network Specialist at the PASNET Operations Center and as a Cybersecurity Consultant specializing in social engineering since 2021. He holds a PhD in Applied Informatics, focusing on the application of machine learning to detect cybersecurity incidents in information systems. As an instructor in the MBA program, Pavel will teach Infrastructure and Cybersecurity and Risk Management. His teaching philosophy emphasizes the practical application of theories, ensuring that theoretical knowledge is consistently supplemented with real-world

examples and hands-on experiences. Pavel is committed to bringing this approach to the MBA program to equip students with the skills and insights necessary for practical and effective problem-solving in their professional careers. Additionally, he continues to expand his expertise in network security and the prevention of cyber threats through advanced technological solutions and innovative security practices.

## Marek Fíla



Marek is a seasoned professional with 30 years of experience in the IT and finance industry, boasting 20 years in various managerial roles. He has a robust background in greenfield company building, transformation of large-scale organizations, and the management of project, program, and process initiatives. Marek has substantial international experience and has held several Chief Information Officer (CIO) positions, managing large-scale hierarchical and decentralized teams. Currently, he is responsible for Software Delivery at Komerční banka, part of the Societe Generale Group, where he continues to leverage his extensive expertise to drive innovation and operational excellence.

## Marián Kamenišťák



Marian's mission is to empower software companies and individual IT talents in Central Europe, enabling them to compete globally with software hubs in Berlin, Amsterdam, and London. He assists companies in expanding their teams and IT managers, transforming them into a high-performance orchestra. As an interim CTO and founder of the Engineering Leaders Community in Central Europe, Marian brings a wealth of experience and knowledge, also serving as a writer, moderator, and speaker.

Marian started programming at the age of 11 and gradually advanced from a developer to a team leader and chief architect. After several years in startups in Silicon Valley, Mountain View, he naturally transitioned into software engineering management, leading over 30 teams and achieving more than 80% of planned goals.

Marian is a lecturer and guarantor of our MBA program, where he shares his extensive industry expertise and leadership experience.

## Pavel Moravec



Pavel currently serves as Head of IT and Sustainability for Central and Eastern Europe at Nestlé and is a member of the Nestlé Board of Directors for Central and Eastern Europe. He holds a master's degree in Law from the Czech Republic, studied Business Leadership at IESE Business School in Barcelona, and has been with Nestlé for 19 years, holding various business and IT positions and roles.

Throughout his career, key phases have included management roles, such as serving as Head of IT and HR for four years in parallel, and holding positions that contributed significantly to analytics, data, and integration management at Zone level to shape the data strategy for Zone Europe. His experience includes key IT transformation projects such as the implementation of SAP at Nespresso in Switzerland, among others.

He currently oversees a diverse team of approximately 120 IT colleagues, covering the full range of IS/IT functions from factory operations and logistics to multichannel strategies, including e-commerce digitalization. In addition, Pavel serves as chairman of the GS1 Czech Republic association, which is part of the GS1 global family, a non-profit organization that develops and manages global standards for business communication to facilitate efficient and accurate data exchange across various industries.



## Oleg Svatoš



Oleg is an assistant professor of Business Modelling at the Prague University of Economics and Business. He lectures on IT Financial Management, in which he has extensive experience as the former head of financial controlling of the Czech Wüstenrot Group (banks and insurance companies). He is currently involved in research in the field of model-driven business engineering, business performance management, and machine learning.



**Discover Our Home:**

## **The Faculty of Informatics and Statistics at VŠE**



The MBA in IT Management & Business Transformation is offered by the Faculty of Informatics and Statistics (FIS) at the Prague University of Economics and Business (VŠE). Founded in 1953, VŠE

is the largest public economics university in the Czech Republic. It is organized into 6 faculties, offering a wide array of bachelor's, follow-on master's, doctoral, and MBA programs. Currently, the university is home to more than 13,000 students.

The Faculty of Informatics and Statistics was established in its current form during the reorganization of the Prague University of Economics and Business in 1991. It unites departments and fields of study dedicated to information systems using computers, as well as statistical, econometric, and other mathematical methods applied across all areas of economic life.

The instruction of modern and rapidly developing disciplines has traditionally been held to a high standard at VŠE. Our students are capable of integrating IT knowledge with advanced data analysis methods, which is crucial for securing promising employment today. Studying at FIS also ensures a successful career. According to a 2018 survey, its graduates have the highest starting salaries among all VŠE graduates.

Thanks to our lecturers and industry partners, FIS students have the opportunity to participate in real-world projects during their studies. This is especially true for the practically focused IT MBA program.





## Discover Our Academic Partner



In 2019, the Faculty of Informatics and Statistics (FIS) at the Prague University of Economics and Business (VŠE) signed a partnership agreement with the University of California, Berkeley (UC Berkeley). This partnership builds on the long-standing relationships between the two institutions and was a natural step to also extend it to collaboration with MBA programs under the VŠE Data & Business platform. The partnership includes collaboration in teaching, research, and both short-term and long-term stays of FIS VŠE staff at UC Berkeley, as well as lectures by UC Berkeley staff at FIS VŠE.

We collaborate with the Sutardja Center for Entrepreneurship & Technology (SCET), a leading institute at UC Berkeley for the study and practice of data and technology-focused innovation and entrepreneurship. Our teams share experiences and assist each other in developing new programs and courses. This primarily involves specific issues and knowledge, but we also inspire each other in teaching methods.

The emphasis is placed on intensive interaction between students and lecturers, teamwork, and open discussion. It is from this aspect of collaboration that our students benefit the most. Exchange stays of staff at both universities then serve to mutually understand the environment, transfer knowledge, and further build international cooperation.

UC Berkeley staff, like Susan Giesecke and Alexander Fred-Ojala, regularly visit FIS VŠE, speak at conferences and seminars, and bring new perspectives to the courses. Thanks to the active partnership with SCET UC Berkeley, MBA program participants have unique opportunities to enrich their knowledge and practical skills.

Susan Giesecke from the Sutardja Center for Entrepreneurship and Technology (SCET) at the University of California states, „At SCET, we are proud of our partnership with the University of Economics in Prague, which significantly benefits both sides. Through this collaboration, professors and researchers from VŠE can visit Berkeley to deepen their research and work in data science. Professors from Berkeley, in turn, contribute to teaching in the programs at VŠE. Our long-term cooperation has played a key role in developing a significant area of artificial intelligence and data solutions in businesses, and we look forward to seeing where this joint inspirational journey will take us.”



## Who Is the Ideal Candidate?

The ideal candidate for the MBA program in IT Management & Business Transformation is a seasoned professional poised for the next step in their career trajectory. Typically, this individual holds a mid-to-senior level position within an organization, such as an IT team leader, senior specialist, or architect with a clear aspiration for advancing into IT management roles. They might hail from various environments including internal IT of large corporations, delivery centers, shared service centers, or even non-commercial public administration IT sectors. Their experience should include managing teams or projects and a solid understanding of IT operations which makes them well-suited to comprehend the complexities of IT management within a broader business context.

For professionals such as Chief Information Officers, Chief Data Officers, or business consultants, the program offers a unique opportunity to deepen strategic insights and enhance their decision-making skills in IT management. This curriculum is also beneficial for those in risk management, compliance, or internal audit roles who seek a broader understanding of IT implications on business transformation. Additionally, the program caters to business leaders who have recently assumed control of IT teams or functions, providing them with the essential IT knowledge and skills needed to manage their new responsibilities effectively.

Moreover, this MBA program is an excellent fit for IT suppliers, including business architects and ICT service managers, who need to align technical strategies with business objectives. It is equally advantageous for project managers and heads of business functions who are involved with development teams or IT-related projects. The comprehensive curriculum is designed to equip them with advanced competencies in navigating the convergence of IT and business strategies, ensuring they are prepared to lead transformations in an increasingly digital landscape.



## ADMISSION REQUIREMENTS AND TUITION FEES

- Successful completion of at least a bachelor's degree or another internationally recognised study program with an MBA degree.
- At least two years of work experience in a managerial position.
- Submission of a professional CV and a motivational letter.
- Passing an admission test in the form of an oral interview based on the motivational letter.
- Paying a tuition fee of 15,000 EUR if paid in a single installment.\*

\* Payment can be split into 3 installments, with the price per semester at 5,500 EUR.



## Have You Made Your Decision Yet?

Admission interviews are conducted continuously throughout the year. This gives you the opportunity to apply at any time and find out early if you are successful. Thanks to this system, you can plan your time well in advance and align your upcoming studies with work or family obligations.

[Please fill out the application or contact our team.](#)

## Want to Know More?

We are happy to answer any questions you may have using the contact details below, or we can arrange a personal meeting over coffee with the academic directors.



**Kamila Rychtaříková**  
Chief Operating Officer

[kamila.rychtarikova@vse.cz](mailto:kamila.rychtarikova@vse.cz)



**Karolína Trnková**  
MBA Program Coordinator

[karolina.trnkova@vse.cz](mailto:karolina.trnkova@vse.cz)

We look forward to seeing you.

