

NÁRODO  
HOSPODÁŘSKÁ  
FAKULTA  
VŠE V PRAZE



# WINTER SCHOOL IN PRAGUE 2025

FACULTY OF ECONOMICS, PRAGUE UNIVERSITY OF ECONOMICS AND BUSINESS  
SCHOOL OF ECONOMICS, OCEAN UNIVERSITY OF CHINA

## **DEAR STUDENTS,**

we are truly excited to welcome you to Prague in just a few weeks! We are delighted to revive the tradition of hosting Winter and Summer Schools for students from the Ocean University of China. In the past, we successfully organized two Winter Schools (in 2018 and 2019) and one Summer School (in 2018). This year, we have prepared a diverse educational, cultural, and entertaining program just for you.

The collaboration between the Prague University of Economics and Business and the Ocean University of China is one of our key priorities. We believe that this partnership holds tremendous potential and can lead to many more exciting opportunities for cooperation in the future. Both of our institutions are highly respected, not only in our respective countries but also on the international stage, and together we aim to create even greater prestige for both universities.

As you may know, Prague is often regarded as the most beautiful city in Europe, and we hope that after completing the Winter School, you will consider it the most beautiful city in the world!

We are confident that this Winter School will not only be a valuable academic experience but also an inspiring one that will motivate you to explore new horizons, build international friendships, and strengthen your global perspective.

We are looking forward to meeting you, and we hope that, just like the leadership of the Ocean University of China, you too will become our cherished friends during your time here.

Yours sincerely,



Ing. Adéla Zubíková, Ph.D.  
Dean of the Faculty of Economics  
Prague University of Economics and Business

## **DEAR STUDENTS,**

we are pleased that you decided to participate in the Winter School in Prague 2025 which will be held by the Faculty of Economics, Prague University of Economics and Business.

This brochure will provide you all details of the Winter School and of course some beautiful photos to have a better picture of our country. We have prepared a lot of exciting experiences for you! During the Winter School, you will improve your theoretical and practical knowledge in a whole range of economic topics as well as practice your English.

We have prepared great opportunities for you to discover a lot of beautiful places in the Czech Republic. You will visit the Czech National Bank and so much more!

We hope that the Winter School in Prague 2025 will full all of your expectations and we are sincerely looking forward to seeing you in February!

Yours sincerely,



Ing. Barbora Růžičková, Ph.D.  
Vice-Dean for International Relations  
Prague University of Economics and Business

# CONTENT

<b>FACULTY OF ECONOMICS</b>	<b>5</b>
<b>PRAGUE</b>	<b>6</b>
<b>ACCOMMODATION</b>	<b>7</b>
<b>FOOD</b>	<b>7</b>
<b>LECTURES</b>	<b>8</b>
<b>TRIPS</b>	<b>10</b>
<b>EXCURSIONS</b>	<b>11</b>
<b>PROGRAM</b>	<b>12</b>
<b>PRACTICAL INFORMATION</b>	<b>14</b>

# THE FACULTY OF ECONOMICS

The Faculty of Economics, which is part of the Prague University of Economics and Business, offers students interested in studying the opportunity to acquire university economic education based on the teaching of traditional national economic disciplines. In bachelor, master and doctoral degrees, students can choose from fields ranging from economic theory to economic policy, to economic history, public administration and regional development, or economic journalism.

In addition to pedagogical activities, the Faculty of Economics is an important center of economic research and science. In recent years, it has achieved the best result in the number of articles in impacted journals across the whole University of Economics and has received the largest number of grants from the Czech Grant's Agency.

The interest in the study and the prestigious position of the Faculty of Economics in the offer of economic education is evidenced, among other things, by the fact that the faculty has been regularly placed on the 1st or 2nd place in the ranking of "Hospodářské noviny" (economic newspaper) in the evaluation of the best economic faculties in the Czech Republic for several years.



## WHO WE ARE

- We are part of the Prague University of Economics and Business.
- Faculty members of the Economics Faculty develop wide range of fields in economic theory in close co-operation with other domestic and foreign universities.
- Faculty academics can and could also be found in prestigious positions of state and advisors on matters of economic policy, in public administration as well as the private sector. To name but a few – Prof. Ing. Robert Holman, CSc., doc. Ing. Pavel Řežábek, Ph.D. and prof. Ing. Kamil Janáček, CSc as Vice-governors of the Czech National Bank.
- The Faculty of Economics also hosts noted experts on the interface of theory and practice – e.g. prof. Ing. Václav Klaus, CSc., Ing. Dušan Tříška , CSc., prof. Ing. Karel Dyba, CSc., doc. Ing. Tomáš Ježek, CSc. and others.



## WHAT WE OFFER

- We offer programmes on the bachelor, master's and doctorate levels.
- We furnish our graduates with education in a wide variety of economic disciplines so that they will be able to react flexibly to the demands of the labour market and contemporary economic practice.
- We offer great opportunities to study abroad.
- We offer large range scholarships, essay competitions and internships.



## WHAT IS OUR QUEST

- To educate high-quality economic experts with an international outlook.
- To offer courses which are modern in form and contemporary in content.
- To include an ever-growing participation of foreign professors in our teaching.
- To do economic research which achieves more than pro-forma results.

**PRAGUE**, City of a Hundred Spires, a UNESCO monument and one of the most beautiful cities in the world. Get to know it in person!

In the local language, Czech, it is named “Praha” – meaning “Rapids” (as in a river). In a city where old Bohemia meets the modern world, beauty is never lacking.

Thanks to its magnificence, Prague has provided inspiration for the most eminent of personalities for centuries and has earned nicknames such as the “Golden City” or “Mother of Cities”. In 1992 the historic city centre was added to UNESCO’s World Heritage List.



Nowadays, entranced tourists from all corners of the planet walk through its lanes, palaces and gardens, writing the next chapter in the story of the most beautiful historical city in the world.

The physical attractions and landmarks of Prague are many. Among the finest is the Charles Bridge (Karlův most), which stands astride the Vltava River. The winding course of the Vltava, with its succession of bridges and changing vistas, contrasts with the ever-present backdrop of the great castle of Hradčany.

Prague Castle dominates the left-bank region of the city from behind massive walls set high on a hill. At the Prague Castle, Faculty of Economics holds an matriculation for first-year students traditionally.



## ACCOMMODATION

You will be accommodated at newly reconstructed hotel parts of the student's dormitories "Jarov". The hotel is located 15 minutes (by tram number 9) from the university campus. You will be given a ticket to travel in Prague for free.

The rooms are two-bedded or three-bedded with sanitary facilities (toilet, bathroom and small kitchen).

## FOOD

Breakfasts – you will have a breakfast at the dormitories each day of stay.

Lunches at the lecture's days – during the lecture's day, you will have a lunch at the university canteen.



# LECTURES

Faculty of Economics disposes with highly educated and experienced teachers not only from the Czech Republic, but also from the abroad. During the Winter School, five professors will pass you information in a range of topics.

## **PROF. ING. MARTIN PĚLUCHA, PH.D.**

### **INNOVATIVE AND STRATEGIC VISION OF THE CZECHIA**

Martin Pělucha is a professor of economic policy and has long specialised in the evaluation of public spending programmes in the field of structural policy and the EU's Common Agricultural Policy.

The course will focus on the specifics of the Czech Republic as a medium-sized country by European standards, with a strong export base in its economy and a long industrial history. Current trends associated with globalisation, the process of greening politics, accompanied by significant geopolitical changes, fundamentally influence the formation of the future strategic development of the state. The specifics of an innovative and strategic vision, the context in the regional dimension and the reflection on future challenges are the content of the course.



## **ING. VOJTĚCH KOTRBA, PH.D.**

### **BEHAVIOURAL ECONOMICS**

This lecture offers students a comprehensive introduction to the key concepts of behavioral economics, highlighting how human behavior often deviates from the rational models of traditional economics.



Through a series of carefully designed experiments and case studies, the lecture will explore foundational topics such as bounded rationality, social preferences, and decision-making biases. Students will gain practical insights into how behavioral economics can be applied to real-world economic scenarios, enhancing the understanding of market behavior, policy design, and consumer decision-making processes.

# MORE LECTURES

## **ING. JOSEF KLEMENT, PH.D.**

### **THE ECONOMICS OF POLITICS: AN INTRODUCTION TO PUBLIC CHOICE**

The course will focus on key concepts that bridge economics and political science, offering a critical perspective on the functioning of the public sector. We will explore how public officials make decisions, what motivates them, and why policies often result in unintended consequences. The seminar will equip participants with analytical tools to understand bureaucratic behavior, electoral processes, and the influence of interest groups on public policy-making. The aim is to help students gain a deeper understanding of the dynamics of government intervention and its impact on individuals and society.



## **ING. ZDENKA JOHNSON, PH.D.**

### **ROLE OF CHINA DURING THE COLD WAR**

She specializes in research of the economic history of the United States of America and Germany in the 20th century, focusing on the 1920s and 1930s. Other areas of interest include the Cold War history, general history of monetary and fiscal policy, business cycle issues, and the history of economic thought.

The history of the Cold War (not just in relation to China) has so much wisdom to offer for the world today. Are we living in Cold War 2.0? What role does China play in this supposed conflict? And how did China shape Cold War 1.0? Looking for answers to these puzzling questions can be difficult and time-consuming. During my lecture we will work on figuring them out together. We will start with the impact of the Chinese Civil War on the Korean War, then continue with the short-lived cooperation with the Soviet Union and the pioneering Ping-Pong diplomacy, end with China's global aspirations fueled by the end of the Cold War and reflected for example in the formation of the BRICS.

## **ING. JAN KOZÁK, PH.D.**

### **AN INTRODUCTION TO THE TRADITION OF WESTERN EDUCATION WITH OVERLAPS INTO ECONOMIC POLICY AND ECONOMICS**

Introduction to the Tradition of Western Education: The main goal of the seminar is to offer participants a brief excursion into the tradition of Western education in the context of economic development. The origins of Western education and the idea of liberal education can be found in ancient Greece. This legacy is carried on by ancient Rome, Christianity, the Renaissance, and the Age of Enlightenment. The subsequent reform of modern universities, such as Harvard or Yale, will be presented in the context of the focus of Czech university education today, economic policy and the demands of the labor market.



# TRIPS

## ČESKÝ KRUMLOV – UNESCO WORLD HERITAGE

Český Krumlov, in Bohemia's deep south, is one of the most picturesque towns in Europe. It's a little like Prague in miniature – a Unesco World Heritage Site with a stunning castle above the Vltava River, an old town square, Renaissance and baroque architecture, and hordes of tourists milling through the streets – but all on a smaller scale; you can walk from one side of town to the other in 20 minutes.

Český Krumlov attracts visitors with its crooked streets, romantic corners, beautiful burgher houses and above all this impressive castle. The State Castle and Chateau of Český Krumlov are among the most sought-after castles and chateaus in the Czech Republic.



## KARLOVY VARY – THE SPA TOWN

Karlovy Vary is the world famous spa town which is situated on the Western Bohemia. The town's visitors over the years have included Casanova, Ludwig van Beethoven, Wolfgang Amadeus Mozart, Franz Kafka, Alphonse Mucha, and many representatives of the world film industry who come to Karlovy Vary as guests of the International Film Festival held every year in July.

Karlovy Vary lies in a green valley of the river Teplá (meaning "Warm") and its setting alone gives it an atmosphere of beauty and peace. The town has been recapturing its former glory with its Baroque and Art Nouveau buildings being restored and people rediscovering all the town has to offer.



# EXCURSION



## THE CZECH NATIONAL BANK: THE EXHIBITION PEOPLE & MONEY

The exhibition People & Money in Prague is situated in the Czech National Bank. It offers a unique insight into the history of money from flint to digital money. It presents a comprehensive history of money and finance, including the story of the Czech National Bank since its establishment.

You can see unique exhibits illustrating the history of currency and finance in the Czech Lands and learn about media of exchange, counterfeits and examples of money protection. There are also audiovisual programmes, presentations with interactive content and lectures for visitors (in English language).

# WHAT'S MORE...

## GUIDED BUS TOUR IN PRAGUE

The tour will start by passing through Vinohrady to the National Museum, then down Žitná Street, past Charles Square, the Church of Saints Cyril and Methodius, the Dancing House, and across Jirásek Bridge to Lví dvůr and Prašný most. Here, the group will leave the bus and explore Prague Castle on foot. The guide will share insights into its rich history, highlighting the 3rd courtyard with St. Vitus Cathedral, the Old Royal Palace, and Hradčanské náměstí.



The walk will continue down Nerudova Street to Malostranské náměstí, home to the famous Baroque St. Nicholas Church. Historically, this square was a market and gathering spot for events, including public executions.

From there, the tour heads to Charles Bridge, where you will learn about its history and the legends of its statues. Crossing the bridge, the group will reach the Old Town Square, where stories of the Astronomical Clock and the Old Town's past will unfold. Finally, the tour will end at Republic Square, where the bus will take you back to your accommodation.

This tour offers a concise yet thorough glimpse into the history of Prague, focusing on its iconic Old Town and Prague Castle.

# PROGRAM (1/2)

WEEK 1						
	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	3. 2.	4. 2.	5. 2.	6. 2.	7. 2.	8. 2.
<b>MORNING</b>	ARRIVAL & ACCOMMODATION	LECTURE 10:00-11:30 <u>Behavioral Economics (Vojtěch Kotrba)</u>	LECTURE 10:00-11:30 The Economics of Politics: An Introduction to Public Choice (Josef Klement)	LECTURE 10:00-11:30 European economic integration (Jana Švejdomá)	LECTURE 10:00-11:30 Economic-Environmental Nexus (Barbora Růžicková)	
<b>AFTERNOON</b>	11:00-13:00 Invitation Ceremony + Lunch + Welcome party  TRIP 13:30-17:30 <u>Halfday Trip by Bus - Prague Sightseeing</u>	LUNCH  LECTURE 12:30-14:00 Exploring Behavioral Economics: From Theory to Experimentation (Vojtěch Kotrba)  14:30-16:00 An Introduction to the Tradition of Western Education with Overlaps into Economic Policy and Economics (Jan Kozák)	LUNCH  LECTURE 12:30-14:00 The Economics of Politics: An Introduction to Public Choice (Josef Klement)  EXCURSION 15:15-16:45 Czech National Bank	LUNCH  LECTURE 12:30-14:00 European Economic Integration (Jana Švejdomá)	LUNCH  LECTURE 12:30-14:00 Economic-Environmental Nexus (Barbora Růžicková)	TRIP Karlovy Vary  FREE DAY
						9. 2.

Adéla Zubíková  
adela.zubikova@vse.cz

Barbora Růžicková  
barbora.ruzickova@vse.cz

# PROGRAM (2/2)

WEEK 2						
	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<b>MORNING</b>	<b>10. 2.</b> <b>LECTURE</b> 10:00-11:30 Role of China during the Cold War (Zdeňka Johnson)	<b>11. 2.</b> <b>LECTURE</b> 10:00-11:30 Leadership, Motivation, Communication (Katarína Švejnová)	<b>12. 2.</b>  <b>TRIP</b> Český Krumlov	<b>13. 2.</b> <b>LECTURE</b> 09:00-12:00 Innovative and Strategic Vision of the Czechia in the Context of the EU Policy-making in Times of Turbulent Geopolitical and Economic Development (Martin Pělucha)	<b>14. 2.</b>  <b>DEPARTURE</b>	<b>15. 2.</b>
	<b>LUNCH</b>	<b>LUNCH</b>		<b>FINAL CEREMONY</b> 13:00-14:00		
<b>AFTERNOON</b>	<b>LECTURE</b> 13:00 – 14:30 Leadership, Motivation, Communication (Katarína Švejnová)	<b>LECTURE</b> 12:30-14:00 Leadership Games (Katarína Švejnová+ Barbora Růžičková)				

Adéla Zubíková  
 adela.zubikova@vse.cz

Barbora Růžičková  
 barbora.ruzickova@vse.cz

# PRACTICAL INFORMATION

Here we would like to provide you with a few important recommendation and information.

- Take the VISA card or Mastercard with you to be able to pay cashless
- Average temperature in February: -1 degrees of Celsius
- Average price level in Prague:
  - o Meal at the restaurant: 5 – 12 EUR
  - o Beer in a pub: 1,5 EUR
  - o Cinema: 7,5 EUR
  - o Coffee: 1,5 – 4 EUR
  - o Book: 10 EUR

## TRANSPORTATION

You will receive a ticket for public transport in Prague, allowing you to easily commute to the university campus on your own. Additionally, you can use this ticket to explore the city during your free time.

The tram stop closest to the university campus is called "Viktoria Žižkov." From there, tram number 9 provides a direct route to your accommodation, with the nearest stop being "Strážní." The journey from "Viktoria Žižkov" to "Strážní" takes approximately 15 minutes, passing through several stops. Tram number 9 runs frequently, every 5 minutes. After midnight, you can use tram number 98, which operates every 30 minutes.


Reaching the city center from "Viktoria Žižkov" is also convenient. The main tram stop in the center is "Václavské náměstí" ("Wenceslas Square"). Trams number 9 and 5 both travel to the city center in the opposite direction from your accommodation, with services running every 3 minutes. The ride to "Václavské náměstí" takes just 7 minutes, with only two stops along the way.

## SHOPPING

If you want to go shopping in your free time, you can visit some shops right on "Václavské náměstí" ("Wenceslas Square"). You can also visit the shopping mall "Palladium" (station "Náměstí republiky"). Or take subway to station „Pankrác“ where is shopping mall „Arkády“. Near to the university there is a shopping center "Flora" (station „Flora“), where is a cinema.

## PHARMACY

If you need a pharmacy, you can find it in every shopping center. The nearest pharmacy from the hotel is right next to the station "Chmelnice", which is just behind the "Strážní" station.



Coordinator of the Winter School  
Ing. Barbora Růžičková, Ph.D.  
[barbora.ruzickova@vse.cz](mailto:barbora.ruzickova@vse.cz)