



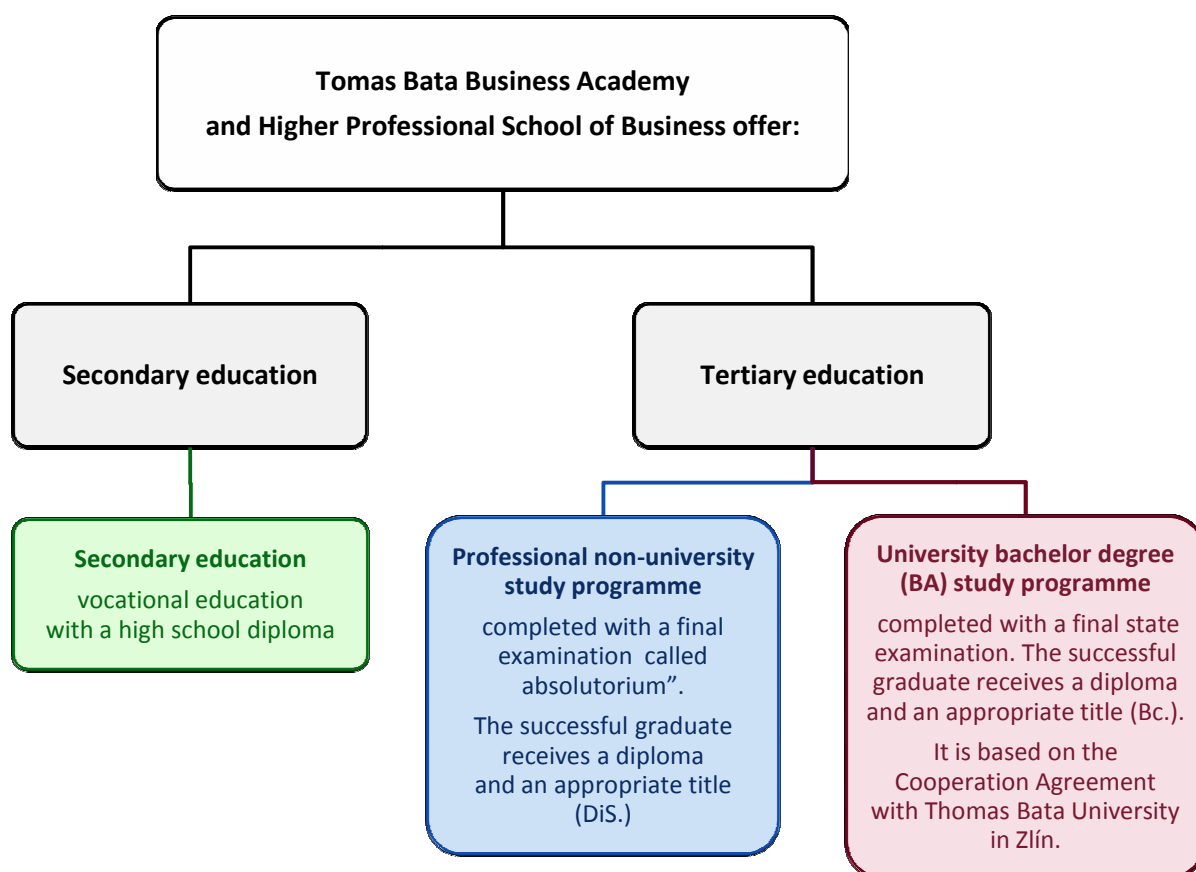
# OBCHODNÍ AKADEMIE TOMÁŠE BATI A VYŠŠÍ ODBORNÁ ŠKOLA EKONOMICKÁ ZLÍN

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Tomas Bata Business Academy is one of the oldest secondary schools in Zlín. Its history dates back to the 1930s, originating from business courses offered by Baťa's Vocational School.

More than 12,000 students have graduated from the school since its inception. They then proceed to find jobs not only in small and middle-sized firms, but also in large public limited companies, financial institutions, in the service sector, public administration etc.

The management of the school is constantly trying to achieve its strategic objective - to build a strong, competitive and high-quality multilevel school specialized in economics.



## Offer of specializations at secondary level

### **78-42-M/02 Grammar school specialized in business**

Graduates of the Grammar school who specialize in business are well prepared for further studies at faculties of economics and faculties of law as well as for Higher Professional Schools specialized in economy, business, finance, public administration, services etc. The key skills learnt in this basic professional economic and legal education are required for those wishing to find employment in, or running their own, business.

### **63-41-M/02 Business Academy**

Graduates of Business Academy can find employment especially in the area of economic, business and administrative roles in companies of all types and also in other organizations. Our graduates are well prepared to develop their own business activities or study at university.

Secondary education with a high school diploma is offered by Business Academy in the following fields: business economics, tourism and international trade.

## Offer of educational programmes at tertiary level – Higher Professional Education

### **63-41-N/07 Marketing for Middle Management**

Graduates can further their careers in planning, arranging and managing marketing projects, promotion and advertising, processing and utilizing relevant economic information in the disciplines of sales, distribution and pricing.

The general component of the education is comprised of Mathematics, two foreign languages, Economics, Statistics, Information Technology and Psychology. Special subjects include Economics and Management, Law, Social Communication, Financial Mathematics, Accounting and Finance. The core component of the education comprises Market Research, Logistics, Buying Habits, Marketing Management, International Marketing, Marketing of Services and Marketing Communications.

A three-month work placement with a firm takes place at the end of the final year. During that time students have to work on a thesis, which must be defended at a final examination.

### **63-41-N/06 Accountancy and Financial Management**

Graduates are prepared for jobs in the areas of accounting, financial management and control. This will enable them to pursue their careers in Banking, Financial services and Insurance, as well as in other manufacturing, trading companies, the service sector and other organizations. They will have the necessary expertise to become consultants or auditors in these areas.

Educational core competencies are Mathematics, two foreign languages, Economics, Statistics, Information Technology and Psychology. Special subjects include Economics and Management, Law, Social Communication, Financial Mathematics, Accounting and Finance. The specific component of the education is comprised of Financial Management, Financial Analysis and Planning, Risk Management, the Financial Market and Taxation.

A three-month work placement with a firm takes place at the end of the students' final year. During that time students have to work on a thesis, which must be defended at a final examination.

## **Offer of educational programmes at tertiary level - Bachelor Studies**

based on the Cooperation Agreement with Thomas Bata University in Zlín

### **6208R060 Marketing Studies (the full-time and the part-time forms)**

Marketing Studies equips the students with a specialized knowledge of marketing that will enable them, after gaining relevant work experience, to independently carry out various marketing tasks in middle management. These skills apply to manufacturing and trading companies, public services, and non-profit organizations, as well as specialist marketing and advertising agencies, or in the running of their own businesses. Special emphasis is placed on discussing practical case studies.

From the 2<sup>nd</sup> year the students have the option to focus on tourism. Their work placement takes place in the last term of their studies. During that time students have to work on a thesis, which must be defended at a final examination.

### **6202R071 Financial Management (the full-time and the part-time forms)**

Financial Management studies equip students with expertise in finance, taxation, accountancy and financial management of a company. It offers practical training based on proper theoretical foundations in order to allow graduates, after gaining basic work experience, to carry out tasks at middle management level, in accountancy and finance. Other core skills learnt and employment opportunities include general financial analysis, financial planning, the tax system and the financial markets. The concept of this field of study is based on the fact that accounting and finance represent key areas in any market economy.

From the 2<sup>nd</sup> year the students can focus on public administration. The work placement takes place in the last term of the studies. During that time students have to work on a thesis, which must be defended at a final examination.

Graduates of the Bachelor Studies program can further their studies to master's degree level at university, especially if they are studying a similar subject, provided they satisfy all the conditions of the particular entrance procedure set by the university to which they apply.

External students use a combination of individual study and tutorials which usually take place once a week.