



- Visegrad Fund

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Corporate Social Responsibility in Business Practice of the Visegrad Region

Visegrad grand no. 22220149

About Ambis University



- **Ambis University is accredited as a private higher education institution by the Czech Ministry of Education**
- We are the largest privately-held university in the Czech Republic with over 5000 students located in the two largest cities of our country: Prague and Brno.

About Ambis University

- AMBIS is part of the Cognos AG
- COGNOS AG is:
 - one of the largest private and independent education companies in Germany
 - . It operates technical schools, colleges, and further education institutions in Germany, Czech Republic, Luxembourg, and other countries.
 - Currently, the AG consists of 15 companies.

About Ambis University

- Founded in 2001 under name Banking institut as the very first privately-held college institution, we have since prepared more than 13.200 students for careers in the corporate and public sector.
- **Till now Ambis merged with or took over 4 other colleges**
- AMBIS University continually strive to achieve excellence especially through strong links with the practice, to focus on modern teaching methods, systematic transfer of know-how as well as consistent application of quality management standards in line with European standards.

About Ambis University

- Scientific and research activities are important part of the school activity and for its academic staff. In 2018 our University became research organization with ambition to bring high quality results in basic, applied and contractual research.
- Ambis develops its scientific and research activities through an internal grant agency (IGA), contract research projects for private companies and government departments, and participation in project challenges from domestic and international agencies. At the moment our researchers participate in or lead seven different research projects, two of those are international projects within Erasmus + program and Visegrad fund. To ensure good scientific practise all research projects are regulated by internal guidelines and policies.

About Ambis University

- We offer the following undergraduate (Bachelor - Bc.) and graduate (Master's - Mgr., Ing) programmes under accreditation from the Ministry of Education of the Czech Republic.
 - Business Economics and Management (in the Czech language) (Managerial psychology)
 - Marketing and brand management Sports management)
 - Security Management (in the Czech language) (Field focus Criminology and criminology)
 - Cyber security. Law and security
 - Security Management (in the Czech language) (Field focus:

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- Marketing communication (Digital Marketing and communication, Marketing and brand management Media and PR) (Bc.)
- Hotel and Tourism Management (Bc)
- Management and economics in public administration
- Public policy (B.Sc.)
- Business Economics and Management (in English) – (Start-up and Entrepreneurship, Marketing and Brand Management and Financial Management and Accounting)

About us:

- *Renata Skýpalová (renata.skypalova@ambis.cz) PhD in Economics and Management is an assistant professor at Ambis College, a.s. in Brno in the Czech Republic. She achieved her doctoral degree in 2014 at the Faculty of Business and Economics of Mendel University in Brno in the field of Economics and Management with the title of the dissertation thesis: Corporate Social Responsibility concept. Her research interests include human resource management, employer branding, small and medium enterprises competitiveness, and human resource development. She publishes mainly in the field of corporate social responsibility, and human resources management. She currently teaches human resources management, leadership, education and development management, and methods of personal works at Ambis College, a. s. in Brno.*

About us:

- *Helena Cetlová (helena.cetlova@ambis.cz) is an assistant professor at Ambis College, a.s. in Prague, Czech Republic. He is currently studying a doctoral program at VŠEM (College of Economics and Management) in Prague in the field of marketing. The topic of the dissertation is the issue of green marketing. management. Her research interests include marketing, online marketing and consumer attitudes as well as responsibility in green marketing decisions. He also publishes in these areas. He currently teaches several subjects related to marketing at Ambis College, a. s. full-time, and marketing on social networks and mass and media communication at VŠEM College of Economics and Management part-time.*

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