

ROČENKA YEARBOOK

2023–2024



Digital Academy
Obchodní akademie
Kutná Hora

Zahraníční
stáže hrazené
z fondů EU

Česká i mezinárodní
anglická maturita
s mezinárodním
certifikátem

Finský systém
výběru volitelných
předmětů



Obrázek budovy školy generován umělou inteligencí.



Slovo zřizovatelky Digital Academy Kutná Hora

A word from the founder of Digital Academy Kutná Hora



Obdivuji dnešní mladou generaci plnou odvahy, plánů do budoucna, fantazie a chuti do života. A učit mě proto moc baví. Přeji všem studentům, aby jim jejich plány a sny vyšly tak jako mně – ve fantastické práci a úžasné rodině.

I admire the young generation of today. They are full of courage, plans for the future, dreams and love for life. I love teaching, and I wish that all our students fulfill their dreams, so that their plans turn out mine, having a fantastic job and an amazing family.

Ing. Mária Václavíková, zřizovatelka Digital Academy
School founder



Slovo ředitelky Digital Academy Kutná Hora

A word from the director of Digital Academy Kutná Hora

Jsem přesvědčená, že každý student má neomezený potenciál a schopnost dosáhnout vynikajících výsledků, což je pro mě nekonečným zdrojem motivace. Věřím, že společně můžeme vytvářet prostředí, ve kterém budou naši žáci prosperovat, učit se a připravovat se na svou životní cestu. Mladá generace je naše budoucnost a já jsem vděčná, že mohu být součástí tohoto procesu.

I am convinced that every student has unlimited potential and the ability to achieve excellent results, which is an endless source of motivation for me. I believe that together, we can create an environment in which our students will thrive, learn, and prepare for their life journey. The young generation is our future and I am grateful to be a part of this process.

Mgr. Kateřina Tvrdíková Exnerová,
ředitelka Digital Academy Kutná Hora
Director of Digital Academy Kutná Hora



10. 10. 1912

Schválení stavby pětitřídní školy v Malíně.

The approval of the construction of a five-class school in Malín.



2021

Zahájení rekonstrukce pobočky v Kutné Hoře.

The start of reconstruction of the branch in Kutná Hora.



5. 9. 2022

Odstartování prvního školního roku 2022/2023 s 1. ročníkem školy Digital Academy formou adaptačního týdne v Malé Úpě.

The start of the first school year 2022/2023 with the first class of the Digital Academy school in the form of an adaptation week in Malá Úpa.



12. 9. 2022

Slavnostní otevření a zahájení výuky Digital Academy v Kutné Hoře.

Ceremonial opening and start of classes at the Digital Academy in Kutná Hora.



Duben 2023

Zahájení spolupráce s partnerskou školou ve městě Murcia ve Španělsku pro výměnné pobyty 1. ročníků.

Starting cooperation with a partner school in the city of Murcia in Spain for exchange stays of 1st year students.



Září 2023

Otevření dalších zrekonstruovaných pater budovy školy + naplnění poloviny kapacity školy.

Opening of the other renovated floors of the school building + filling half of the school's capacity.



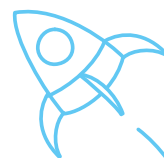
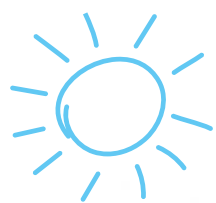
4. 9. 2023

Začátek druhého školního roku 2023/2024.

Beginning of the second school year 2023/2024.

2	Slovo ředitelek	<i>A word from the directors</i>
3	Digital Academy Kutná Hora – historie	<i>Digital Academy Kutná Hora history</i>
4	Obsah	<i>Content</i>
5	Co nabízíme navíc	<i>Additional school offer</i>
6–7	Typy studia a vyučované předměty	<i>Study fields and subjects taught</i>
8–11	Učitelský sbor	<i>Teachers</i>
12	Zahraniční stáže a výměnné pobyty	<i>Foreign Internships and Study exchange</i>
13–15	Školní aktivity	<i>School activities</i>
16–17	Mezinárodní anglická maturita	<i>The international English school leaving exam</i>
18–22	National Diploma in Business	<i>National Diploma in Business</i>
23	Bakalářské studium	<i>Bachelor study programme</i>
24–31	Studenti – fotogalerie	<i>Students photo gallery</i>





**Stáže a studijní pobyty hrazené z fondů EU
v Anglii, Irsku, Německu a Holandsku**
*Internships and educational stays in
England, Ireland, Germany and
Holland, funded by the EU*

**Výměnné pobyty v Austrálii,
Itálii, Španělsku a na Maltě**
*Exchange programmes to Australia,
Italy, Spain and Malta*

**Finský systém
vlastní volby
zaměření studia**
*Finnish system
of students
own choice of
vocational focus*

**Přípravné kurzy
na přijímací zkoušky**
*Preparatory courses
for entrance exams*

**Prospěchová
stipendia**
*Merit
scholarships*

Sportovní akce
Sport events

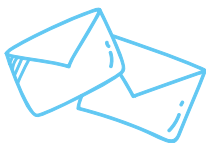
**Česká i anglická
maturita**
*Czech and English
High School Diploma*

Distanční - on-line studium
Distance - on-line study

**Dálkové
studium**
*Distance
study*

**Individuální přístup, učitelé
profici a „naše“ atmosféra**
*Individual approach,
professional teachers
and “our” atmosphere*

**Výuka také v AJ
s anglickou maturitou**
*Lessons also in English
with the English final
examinations*





Obory:

- **Obchodní akademie** – český program
- **Obchodní akademie + Business** – česko-anglický program

Základní povinné předměty

Anglický jazyk, druhý cizí jazyk (německý, španělský nebo francouzský), informační technologie, ekonomika, management, finance, podnikání, účetnictví, marketing, český jazyk a literatura, matematika, společenské vědy, přírodní vědy, zeměpis a ekologie, biologie, tělesná výchova.

Povinně volitelné předměty (FINSKÝ MODEL)

Předměty vyučované v češtině

Seminář anglického/německého/španělského jazyka, francouzský jazyk, seminář odborníků z praxe, seminář českého jazyka, seminář matematiky, seminář marketingu, seminář managementu, umělá inteligence, fotografování, komunikační dovednosti, personalistika, politická ekonomie, business etiketa, anglická literatura, emoční inteligence, moderní dějiny, maturitní četba, rétorika, youtubering, dramatika, fitness, kreativita...

+ v oboru Business – předměty vyučované v angličtině s možností anglické maturity

Marketing, Psychology, Social Science, Business Finance, Managing an Event, Digital Marketing,

Business Decision Making, Visual Merchandising, Research and Plan, Marketing Campaign, Investigating Customer Service, Exploring Business, Training and Development (více na str. 16).

Formy studia

- **Čtyřleté denní**
- **Pětileté dálkové** (Výuka 2x měsíčně v sobotu nebo distanční on-line. Možnost uznání předcházejícího vzdělání a vstupu do vyššího ročníku.)
- **Tříleté distanční** (jen anglická maturita)

Základní školné na pololetí

- denní studium český program: 23 000 Kč
- denní studium česko-anglický program: 52 500 Kč
- dálkové studium český program: 17 300 Kč

Školné lze hradit se slevou na rok dopředu nebo s příplatkem na splátky.

Přípravné kurzy pro žáky 8. a 9. ročníků ZŠ k jednotné přijímací zkoušce

Kurzy angličtiny pro žáky ZŠ

Mezinárodní studium Higher National Diploma in Business (délka studia 3 roky)

První stupeň bakalářského studia s navazujícím ročním studiem ve spolupráci s anglickou univerzitou, zakončeno bakalářským titulem.

Study fields and subject taught

Typy studia a vyučované předměty

Fields of study:

- **Business Academy** – Czech program
- **Business Academy + Business** – Czech-English program

Basic mandatory subjects

English language, German language (or Spanish, or French), ICT, Economics, Management, Economic, Business, Accounting, Marketing, Czech language and Literature, Mathematics, Social Science, Science, Geography and Ecology, Biology, Physical Education.

Optional subjects (Finnish model)

Seminar in English/German/Spanish, French language, Seminar of Experts from the Field, Seminar in the Czech Language, Seminar in Mathematics, Seminar in Marketing, Seminar in Management, Artificial Intelligence, Photography, Communication Skills, Personnel Management, Political Economy, Business Etiquette, English Literature, Emotional Intelligence, Modern History, Rhetoric, Youtubering, Drama, Fitness, Creativity.

+ in the Business field of study – Subjects taught in English with the possibility of the English School leaving exam

Marketing, Psychology, Social Science, Business Finance, Managing an Event, Digital Marketing, Business Decision Making, Visual Merchandising, Research and Plan, Marketing Campaign, Investigating Customer Service, Exploring Business, Training and Development (more information on page 17).

Form of study

- **Four years full-time study**
- **Five years part-time study** (Lessons take place twice a month on Saturdays or online. There is a possibility to accept former education and enroll into a higher grade.)
- **Three years distance study** (only in the Business field of study)

Basic school fee per semester

daily study in Czech programme: 23 000 CZK

daily study in Czech-English programme: 52 500 CZK

distance study in Czech: 17 300 CZK

School fees can be paid with a discount one year in advance or in installments with extra charge.

Preparation courses for pupils of the 8th and 9th grade of primary schools for the entrance exams in Czech language, Mathematics and English

Distance study programme ended by the „Maturita“ final examinations (length of programme: 5 years)

Lessons take place twice a month on Saturdays or online. There is a possibility to accept former education and enroll into a higher grade.





Ing. Mária Václavíková

zřizovatelka Digital Academy
Kutná Hora – management

School founder of Digital Academy
Kutná Hora – management

*„Miluj život a život tě bude milovat.
Miluj lidi a lidi budou milovat tebe.“
Arthur Rubinstein*

*“Love life and life will love you back.
Love people and they will love you back.
Arthur Rubinstein*



Ing. Jan Bobek

zřizovatel Digital
Academy Kutná Hora
– fotografování

School founder
of Digital Academy
Kutná Hora – photography

„S písní na strunách jdeme dál a dál.“

*“With a song on the strings we go
on and on.”*

Mgr. Kateřina Tvrdíková Exnerová

ředitelka Digital Academy Kutná Hora
– ekonomické předměty a volitelné
předměty

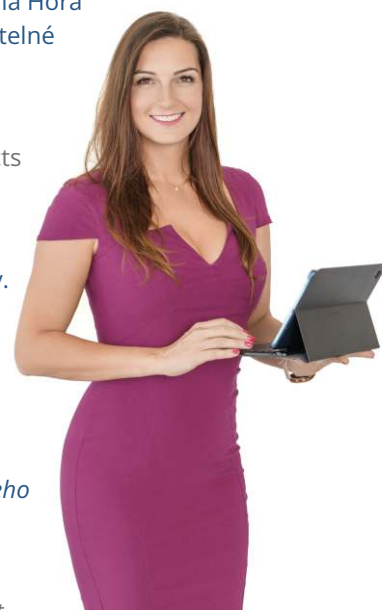
Director of Digital Academy
Kutná Hora – economic subjects
and optional subjects

Vystudovala obor ekonomie
a management veřejné správy.
Má 15 let odborné praxe.

She graduated in economics
and management, 15 years
of professional experience.

*„Nejlepší způsob, jak se do něčeho
pustit, je přestat o tom mluvit
a začít to dělat.“*

*“The way to get started is to quit
talking and begin doing.”*



Bc. Linda Brzoňová

zástupkyně zřizovatelky Digital
Academy Kutná Hora

Deputy school founder of
Digital Academy Kutná Hora

*„Dokonalost má jednu zásadní
chybu, je nudná.“*

*“Perfection has one fundamental
mistake, it is boring.”*



Lucie Málková

referentka studijního oddělení

Study department officer

*„Udělat věc, které se bojíme,
je první krok k úspěchu.“*

*“Doing the thing we fear
is the first step to success.”*



Mgr. Eva Jarošová

třídní učitelka 1B – český jazyk,
společenské vědy, didaktický
seminář z literatury

Class teacher 1B – Czech
language, Social Science,
Literature seminar

*„Průměrný učitel vypráví.
Dobry učitel vysvětluje.
Nejlepší učitel inspiruje.“*

*“The average teacher tells.
A good teacher explains.
The best teacher inspires.”*



Nigel Foster

třídní učitel 1A – anglický jazyk,
konverzace AJ – rodilý mluvčí,
ekonomické předměty v AJ,
volitelné předměty

Class teacher 1A – English,
Conversation in English
– native speaker, economic
subjects in English, optional
subjects

*„Nejdůležitější pro mě je, aby se
studium cizího jazyka stalo
pestrou a obohacující činností,
při které má student pocit, že se
každou hodinou posouvá o krok
dál a zároveň blíže ke svým
cílům a snům.“*

*“The most important thing for me is to make learning a foreign
language a varied and enriching activity, in which the student
feels that with each lesson they move a step further and at the
same closer to his or her goals and dreams.”*



Ing. Miloš Tekl

třídní učitel 1C – ekonomické
předměty

Class teacher 1C –
economic subjects

Má 20 let praxe
na pozici účetního,
ekonom a finančního
manažera jak v menších
společnostech, tak
i v zahraničních korporátech
a veřejné správě.

He has 20 years of experience
as an accountant, economist
and financial manager both
in smaller companies and
in foreign corporations and public administration.

*„Účetní je osoba, která vyřeší váš problém,
o kterém nevíte, způsobem, který nechápete.“*

*“An accountant is the person who solves problems you
don't know you have in a way you don't understand.”*



Jana Buchalová, Dis.

třídní učitelka 2A – informační technologie, písemná a elektronická komunikace

Class teacher 2A – Information Technologies, Written and Electronic Communication

Vystudovala VOPŠ, obor management cestovního ruchu, dále studuje pedagogiku na Technické univerzitě v Liberci.

She graduated from VOPŠ, majoring in Tourism Management. She also studies pedagogy at the Technical University in Liberec.

„Nejlepší způsob, jak předpovědět svou budoucnost, je vytvořit si ji.“

“The best way to predict the future is to create it.”



Mgr. BcA. Jaroslava Sýkorová

učitelka – přírodní vědy, biologie, dramatický seminář, moderní dějiny

Teacher – Science, Biology, drama seminar, modern history

Dramatická výchova je oblíbená metoda. Vede k rozvoji studentů a aktivizuje je. Základními hodnotami jsou spolupráce, vzájemné vyladování, respekt a ohleduplnost.

Drama education is a popular method. It leads to the development of students and activates them. Basic values are cooperation, mutual tuning, respect and consideration.

„Dramatická výchova je moje srdeční záležitost.“

“Drama education is my passion.”



Rubén Lopera Gómez

učitel – španělský jazyk – rodilý mluvčí, anglický jazyk, ekonomické předměty v AJ, volitelné předměty

Teacher – Spanish – native speaker, English, Economic subjects in English, optional subjects

Studied law in Spain, business in England and masters in modern foreign language teaching in England and Spain. He has international professional experience in different areas such as banking, finance, sales, education and modern foreign languages. I am

a teacher because I want to be a teacher. I am where I want to be. That means not only giving my best to my students so that they are happier and more successful in their lives, but

also that they enjoy the learning process of any subject while they grow as people with values. Help them find their talents and abilities so that they find their place in life and thus build a better present and future society.

„Poezie je jazykem neviditelného, jazykem duše.“

“Poetry is the language of the invisible, the language of the soul.”



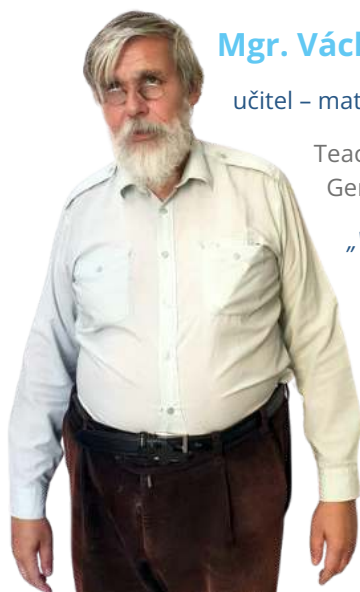
Mgr. Václav Ondráček, Th.D.

učitel – matematika, německý jazyk

Teacher – Mathematics, German language

„Vše plyne spontánně, chybí násilí.“

“Everything flows spontaneously, violence is absent.”





Aneta Hoznauerová

administrativní pracovnice

Administrative worker

„Jeden z největších klíčů k úspěchu je mít disciplínu a dělat to, co víte, že byste měli dělat, i když se Vám zrovna nechce.“

“One of the biggest keys to success is having the discipline and to do what you know you should do, even when you don't feel like it.”

Ondřej Červinka, DiS.

učitel – informační technologie, tělesná výchova, správce IT

Teacher – Information and Computer Technologies, Physical Education, IT administrator

„Neztrácej čas, vždyť je stále co zlepšovat.“

“Don't waste your time, there is always room for improvement.”



Miluše Burdová

pedagogický dozor

Pedagogical supervision

Vystudovala speciální pedagogiku na Univerzitě Palackého v Olomouci.

Graduated in special education from Palacký University in Olomouc.

„Vždy se zkus domluvit a najít společnou cestu.“

“Always communicate to find a common path.”



Bc. Anna Kundrátová

Marketingová referentka

Marketing referent

Vystudovala VŠFS v oboru Marketingová komunikace.

Reklamě a marketingu se věnuje od roku 2015. Jejím cílem je rozvíjet pozitivní vztah školy s veřejností.

Graduated from VŠFS in Marketing Communication. She has been working in advertising and marketing since 2015. Her goal is to develop a positive relationship between the school and the public.

„Investice do vzdělání je jediná, která nepodléhá inflaci.“

“Investment in education is the only one that is not subject to inflation.”



Jaroslava Dolejší

pedagogický dozor

Pedagogical supervision

„Nečekejte na to, až vás někdo povede. Dělejte to sami.“

“Don't wait for someone to lead you. Do it yourself.”

ZAHRAŇIČNÍ STÁŽE A VÝMĚNNÉ POBYTY HRAZENÉ Z FONDŮ EU

- Partnerská místa:** Irsko, Anglie, Malta, Itálie, Německo, Španělsko, Austrálie, Holandsko
- Délka stáže/pobytu:** Stáže a studijní pobyty jsou měsíční, výměnné pobyty týdenní.
- Program stáže:** Studenti absolvují stáže (tzn. praxi ve firmách v oboru, který si studenti předem vybrali), studijní a výměnné pobyty v Anglii, Irsku, Německu a Itálii. Před odjezdem prochází přípravným jazykovým kurzem a e-learningovým kurzem. Na studijním nebo výměnném pobytu se účastní studia na partnerské škole.
- Ubytování a doprava:** Ubytování s plnou penzí je zajištěno v rodinách a hrazeno včetně letenky a kapesného z grantu EU.

FOREIGN INTERNSHIPS AND EXCHANGE STAY PAID FROM EU FUNDS

- Partner locations:** Ireland, England, Malta, Italy, Germany, Spain, Australia, Holland
- Duration of internship/stay:** Internships and study stays are monthly, exchange stays are weekly.
- Internship program:** Students complete internships (i.e. practice in companies in the field chosen by the students in advance), study and exchange stays in England, Ireland, Germany and Italy. Students take part in a preparatory course and an e-learning course prior to departure. During the course they take part in the study programme running at the partner school.
- Accommodation and transport:** Accommodation with full board is provided in families and paid for including air ticket and pocket money from an EU grant.



MURCIA - Spain



PULA - Croatia



MURCIA - Spain



PULA - Croatia



WÜRZBURG - Germany



WÜRZBURG - Germany

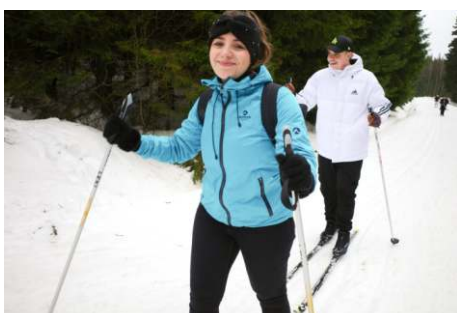
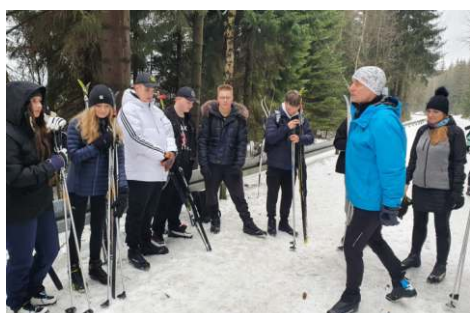


MURCIA - Spain



PULA - Croatia









Mezinárodní anglická maturita nabízí vzdělání z ekonomických předmětů a prohloubení anglického jazyka formou denního i dálkového studia. Na základě složení anglické maturitní zkoušky získávají studenti mezinárodní certifikát, který je opravňuje k přijetí na zahraniční vysoké školy bez přijímacích zkoušek. Celá výuka neprobíhá výukou teoretických znalostí, ale probíhá prakticky formou zpracovávání konkrétních případových studií, tzv. assignmentů.

Specializace oboru

- Business s akreditací v anglické centrále EDEXCEL / Pearson v Londýně. Druh specializace: CZLC9 Business Pearson BTEC
- International Level 3 Diploma.

Organizace výuky

- **Denní studium:** výuka pondělí až pátek
- **Dálkové studium:** 2x měsíčně v sobotu, vždy 6–8 vyučovacích hodin.

Forma studia a jeho ukončení

- Celé studium je zakončeno postupným odevzdáním projektových prací z devíti povinných předmětů (units).

Hodnocení je 4stupňové:

1 = D (distinction), 2 = M (merit), 3 = P (pass), 4 = U (unclassified, tj. neprospěl, v případě neúspěchu je třeba projekt vypracovat znovu). Projekty hodnotí dva vyučující školy a kontroluje verifikátor (kontrolor) z Anglie.

Vyučované předměty

Marketing, Psychology, Social Science, Business Finance, Managing an Event, Digital Marketing, Business Decision Making, Visual Merchandising, Research and Plan, Marketing Campaign, Investigating Customer Service, Exploring Business, Training and Development ..., atd.

Navazující studium

Škola má akreditované navazující mezinárodní bakalářské studium, obor Business and Management. Toto studium probíhá v českém nebo anglickém jazyce.



The international English school leaving exam

Mezinárodní anglická maturita

The international English school leaving exam offers education in economic subjects and deepening of knowledge of the English language in the form of both daily and distance learning programmes. Students gain an internationally accepted certificate which allows them to apply for entrance to foreign colleges without entrance exams. The teaching does not take place in the form of learning theoretical knowledge, but in a practical form.

Specialization of the study programme

- Business with the accreditation in the English headquarters of EDEXCEL / Pearson in London.
- Type of specialization: CZLC9 Business Pearson BTEC International Level 3 Diploma.

Structure of teaching

- **Daily study programme** – the courses take place during the day as an integral part of the lessons of all grades (1st – 4th year students).
- **Distance learning** – twice a month on Saturdays, 6-8 lessons.

The form of the study programme

Students are awarded a grade based on submitting their practical projects – assignments.

There are four grades:

Distinction, Merit, Pass, Unclassified – in the last case students need to resubmit their paper. The projects are assessed by two teachers, and verified by the Standards Verifier from England. The whole study programme doesn't conclude with the final exams, but with submission of all assignments from the nine units.

Subjects

Marketing, Psychology, Social Science, Business Finance, Managing an Event, Digital Marketing, Business Decision Making, Visual Merchandising, Research and Plan, Marketing Campaign, Investigating Customer Service, Exploring Business, Training and Development etc.

Follow-up study programme

Our school has accreditation for the international Higher National Diploma (HND) bachelor programme in Business and Management. The courses take place in either the Czech or the English language.





National Diploma in Business

(there are 9 units to be completed, 5 of which are mandatory)



recommendations about the type of marketing campaign a business organisation should undertake. To complete the assessment task within this unit, you will need to draw on your learning from across your programme.

This unit will give you an insight into how important marketing is to business. It will enable you to make an informed choice as to whether you want to specialise in marketing in employment, training or higher education.

Unit 1: Exploring Business

In this unit, you will gain an overview of the key ingredients for business success, how businesses are organised, how they communicate, the characteristics of the environment in which they operate, and how this shapes them and their activities. You will also look at the importance of innovation and enterprise to the success and survival of business organisations, with the associated risks and benefits.

By developing relevant business knowledge and understanding, this unit will help you to progress to employment, vocational training and higher apprenticeships, or higher education.

Unit 2: Research and Plan a Marketing Campaign

In this unit, you will learn how a marketing campaign is planned and developed. You will explore a range of different objectives that can be included in a marketing campaign such as increasing sales or market share, or establishing a brand image, and explore the various stages of the process an organisation goes through when developing its campaign. Using your understanding of these factors, and of marketing models and tools, you will develop your own costed marketing campaign for a given product. You will examine the marketing aims and objectives for existing products and use your own independent market research data to make

Unit 3: Business Finance

In this unit, you will consider the importance of business finance and the types of business finance available in different contexts. The unit will introduce you to accounting terminology, the purpose and importance of business accounts, and the different sources of finance available to businesses.

You will prepare and analyse business finance planning tools such as cash flow forecasts and break-even analyses. Measuring the financial performance of an organisation will require you to prepare and analyse statements of comprehensive income, and statements of financial position, in relation to the organisation's profitability, efficiency and liquidity.

This unit will give you a background to business finance and accounting as you progress to employment and further training.





Unit 4: Managing an Event

You will investigate a number of successful events, both large and small, and use this research to assess the feasibility of events to plan and run yourself. Examples could range from organising meetings, product launches, exhibitions, promotions, charity events, teambuilding events and staff development, to a fullscale conference. Your chosen event will be carefully planned, demonstrating your ability to use planning tools. You will then stage the event, testing the effectiveness of your planning. This will require you to 'think on your feet', deal with financial and security issues, liaise with suppliers and venue personnel, and utilise your problem-solving skills.

Afterwards you will evaluate the success of the event. To complete the assessment task within this unit, you will need to draw on your learning from across your programme.

This unit will develop your teamwork, communication, time-management, negotiation and problem-solving skills. It will help you develop the essential transferable skills that employers look for.

The unit will provide a useful opportunity to consider whether to pursue a career in events management or to continue on to further study in this area.

Unit 7: Business Decision Making

In this unit, you will apply the knowledge and skills you have gained in other units to interpret business data and formulate appropriate decisions and solutions to business problems. You will consider business situations and scenarios where you are required to select and use appropriate evidence drawn from several sources in order to make business decisions to support a business's objectives.

Making business decisions will require you to analyse, interpret and compare business data drawn from a number of sources such as financial data, financial statements and market information. You will use appropriate business models to identify business risks and evaluate the costs and benefits of alternative solutions to a business problem. You will predict probable consequences, identify faulty arguments or misrepresentations of information or data, compare information and data, provide reasonable alternatives, and evaluate and justify your proposed solutions.

This unit will help you to understand the importance of decision making and planning in a business and enable you to progress to employment, self-employment, training or higher education. This is a controlled assessed unit and will allow you to demonstrate your ability to extract relevant information and apply the knowledge and understanding you have developed.

Unit 8: Human Resources

In this unit, you will learn the importance of human resource management and planning, the relationship between a motivated workforce and business success, and the processes and procedures involved in recruiting, training and appraising the performance of employees.

This unit will give you a foundation for progression to employment, for example in a human resources role, or to higher education. You will have an opportunity to review the human resource practices in a large organisation, which will enable you to better understand how performance is managed.

Unit 14: Investigating Customer Service

In this unit you will learn that attracting new customers costs a business more than keeping existing customers, so it is important to keep existing customers happy. You can do this by building relationships with internal and external customers and giving them excellent service that exceeds their needs and expectations.

When working in a customer service role you need to understand the procedures to follow when dealing with customer requests and complaints. This unit will help you develop communication and interpersonal skills when dealing with customers, and to understand the importance of having good product or service knowledge. You will explore how a business



builds effective relationships with customers through identifying and confirming the customer's needs. You will examine how businesses monitor and evaluate their level of customer service provision through obtaining feedback and see how this helps inform improvements to the level of service provided.

The unit will enable you to evaluate your own customer service skills and to create a development plan for improvement. The unit also supports further training, study or employment in a business environment.

Unit 15: Investigating Retail Business

In this unit, you will carry out research into local and national retail businesses, exploring how the supply chain supports retailing. You will consider how the sector responds to change, the opportunities for employment in the sector, and the types of job roles available. You will apply your research and findings to current businesses in the sector. Retail is important for the economy and trends in retail sales often mirror those of the country's economy as a whole. It is a sector with good opportunities for your future career and there is a tradition amongst the larger employers of excellent in-house training schemes that support progression opportunities and career advancement for employees.

The unit will provide a useful opportunity for you to consider whether you wish to pursue employment or further specialist study in retail management at a higher education level.

Unit 16: Visual Merchandising

In this unit, you will look at different visual merchandising and display techniques. These techniques will vary according to the type and size of a retail business and the products it sells. If customers are to be persuaded to spend money there are many issues that have to be considered such as health and safety and other legislation, as well as creative and psychological factors.

This unit will give you an insight into the elements used to create attractive displays, including product information, colour, light, space, smell, touch and sound. Digital technology can also be used to create displays and interactive installations. You will have the opportunity to investigate and demonstrate some of the practical skills and techniques that retailers use to tempt customers into their stores.

The unit will also help you to decide if you would like to work in, or continue to further study in this area.

Unit 17: Digital Marketing

In this unit, you will examine the purpose of digital marketing in a business, and consider the specific aims and objectives of this function. You will research how digital marketing is used today,

and develop an understanding of the benefits of, and concerns about, digital marketing. You will investigate the different delivery methods and the use of key performance indicators (KPIs) used to evaluate the success of the digital message. You will use this knowledge to make recommendations for a digital marketing campaign for a selected business.

This unit will give you an insight into the importance of digital marketing as part of the wider marketing function, and enable you to make an informed choice on the suitability of this area of marketing as an employment or training possibility.

Unit 18: Creative Promotion

This unit will develop your understanding of the ways in which businesses communicate with current and potential customers for promotional purposes. You will explore the methods used by contrasting businesses and reflect on the suitability of specific methods used to achieve marketing objectives.

In this unit, you will use your creative skills to produce a fully costed plan for a promotional campaign. The unit will help you to decide if you would like to work in or continue to further study in this area.





Unit 19: Pitching for a New Business

This unit focuses upon pitching a new business idea for a micro-business – a business employing less than 10 people. This could be a business you want to start up yourself or in partnership with others. In this unit, you will investigate a potential micro-business idea and outline a business plan. You will present your business plan to potential investors with a view to securing appropriate funding. It is important that you are able to recognise what should be included in a pitch and how the process of idea formulation, selection, planning and presentation should be managed in order to secure funding.

This unit will develop the skills needed if you decide to set up your own business, or if you want to work in or study further a sector or area that needs entrepreneurial or innovative skills.

Unit 31: Effective Project Management

In this unit, you will learn the main principles and techniques involved in project management, from the planning stage through to managing a project from its inception to its completion. You will follow a project life cycle model: define its scope, agree stages and outcomes, set milestones for performance, quality and timescales, work to a budget, and consider different stakeholder requirements. Your project plan will consider a range of processes and tools used to ensure effective project management. You will conclude your study of the unit by reflecting on the success of the principles and tools used during the project

and consider alternative approaches that could be used in future projects.

This unit will develop your teamwork, communication, time management and problemsolving skills – essential transferable skills that employers look for in the contemporary workplace. The unit will provide a useful opportunity to consider a career in project management and prepare you for further study in this area.

Unit 38: Marketing Communications in Business

In this unit, you will learn about the range of techniques businesses use to communicate with their consumers. These can include advertising, sales promotions, personal selling, direct marketing and public relations (PR) activities. For businesses aiming to achieve a profit, these techniques are used to persuade customers that they want to buy specific products and services. How often have you bought a product purely because of the advertising and excitement surrounding the launch of that product? Probably more than once!

This unit will help you to understand the processes involved in creating a successful marketing communications plan. The skills you develop will help you progress to study PR and marketing in higher education. Alternatively, it can help you progress to employment in PR and marketing agencies or in-house marketing departments.



Získejte vysokoškolské obchodní vzdělání a mezinárodní titul

Po úspěšném ukončení mezinárodního bakalářského studia získávají studenti britský titul Higher National Diploma (HND) a diplom vydaný anglickou centrálou Edexcel. Následně mohou volně pokračovat ročním online studiem zakončeným titulem B.A. ve spolupráci se zahraničními univerzitami.

Studium je možné absolvovat v českém, nebo anglickém jazyce.

Výběr vyučovaných předmětů v posledním roce studia B.A. závisí na volbě univerzity.

Vyučované předměty

Základy ekonomie, Řízení finančních zdrojů, Firemní kultura, Marketingové principy, Právní aspekty podnikání, Rozhodovací procesy v podniku, Obchodní strategie, Projektové činnosti, Řízení informací, Reklama a podpora prodeje, Marketingové plánování, Řízení lidských zdrojů, Personalistika, Sociální komunikace, Podnikání, Psychologie, Plánování prodeje a operací.

Organizace výuky HND

- Dvouleté **denní studium**
- Tříleté **dálkové studium** (2x měsíčně v sobotu)
- Distanční **on-line studium**

Podmínky přijetí

Věk 18 let, pro bakalářské studium celé v angličtině prokázání znalosti angličtiny na úrovni maturitní zkoušky (jazykový test).

Školné

- Denní studium: 68 760 Kč / pololetí
- Dálkové studium: 38 200 Kč / pololetí

V ceně školného je zahrnuto

Výuka, studijní materiály, další volitelné cizí jazyky, neomezený přístup na internet, konzultační hodiny profesorů.

International Baccalaureate Programme "Higher National Diploma" in the field: Business and Management

Come and see us, you will be pleased!

First stage

"Higher National Diploma" (HND)

Second stage

B. A. programme in cooperation with foreign universities

Mode of Attendance for HND

Two years study according to the English programme in the full-time study, three years study in the part-time study (two Saturdays in a month) or online distance study.

Programme is delivered in Czech or English.

Graduates of the Higher National Diploma (HND) receive the qualification "Higher National Diploma" issued by the English head office of EDEXCEL.

After finishing this programme students can continue their studies through British universities on a one year online course leading to a Bachelor's degree.

Subjects

Business environment, Managing Financial Resources and Decisions, Organisations and Behaviour, Marketing Principles, Aspects of Contract and Negligence for Business, Business Decision Making, Business Strategy, Research Project, Managing Communications, Knowledge and Information, Advertising and Promotion in Business, Marketing Planning, Human Resource Management, Managing Human Resources, Employee Relations, Small Business Enterprise, Business Psychology.

Subjects in the last B.A. year are dependant upon the university chosen.

School fee for HND

- Full-time study: CZK 68 760 / term
- Part-time study: CZK 38 200 / term

The fee includes

Study, textbooks, language courses, unlimited free Internet access, tutorials.



Studenti denního studia – třída 1A

Daily students – class 1A

třídní učitel: Nigel Foster / zástupce třídního učitele: Mgr. BcA. Jaroslava Sýkorová



Sofie Ester
BOSNIČOVÁ

Ne.



Natali
ČECHOVÁ

Než cokoliv vzdáš,
uvědom si nejprve,
proč jsi s tím začal.



Karolina
ČERNÁ

Real eyes realise real lies.



Anna Julie
ČERVENKOVÁ

Don't be the same.
Be better.



Veronika
ČIŽKOVÁ

Never back down,
never what?



Karolína
FRANCOVÁ

The best is yet to come.



Martin
HEJRAL

Už tam budem?



Tobiáš
KAŇKA

Let's go golfing.



Diana
KOČANOVÁ

There is only one way.



Kateřina
KOŽUSKÁ

Supr škola,
miluju všechny.



Gabriel
LAWRENCE MÁLEK

God did.



Rafael
LAWRENCE MÁLEK

Ball is life.



Viktorie
MANHARTOVÁ

Let your intrusive
thoughts win.



Ondřej
MATYÁŠ

Čím miň viš,
tím líp spíš.



Studenti denního studia – třída 1A

Daily students – class 1A

třídní učitel: Nigel Foster / zástupce třídního učitele: Mgr. BcA. Jaroslava Sýkorová



Max
MRAČEK

*If you don't shoot
you don't miss.*



Radek
NOVÁK

*Small step is better
than no step.*



Teodor
NOVOTNÝ

Never give up!



Linda
PAPIKOVÁ

We were born to die.



Kateřina
PLAČKOVÁ

Nah.



Diana
REIFOVÁ

*Old ways won't
open new doors.*



Matyáš
ROUTNER

Gouching for life.



Klára
SLÁDKÁ

*Focus on the step
in front of you,
not the whole staircase.*



Ondřej
ŠRÁMEK

Life is like Roblox.



Maria Evelina
TORVINEN

Život stojí za starou belu.



Veronika
VEŘKOVÁ

Life is not an easy game.



Nalajie Luisa
WOTZYOVÁ

*If idiots could fly, this place
would be an airport.*



Studenti denního studia – třída 1B

Daily students – class 1B

třídní učitelka: Mgr. Eva Jarošová / zástupce třídní učitelky: Lucie Málková



Jiřina
BUŘILOVÁ

*We've seen everything
from Saturn to Mars.*



Šimon
CIHLÁŘ

*Nelepší a nejhorší věc
neuvidíš, ale pocítíš.*



Martin
DENOVSÝ

*Měj velké sny
a jdi si za nimi.*



Daniela
DRÁBKOVÁ

*Na dálnici
jenom osamocásátkou lidi.*



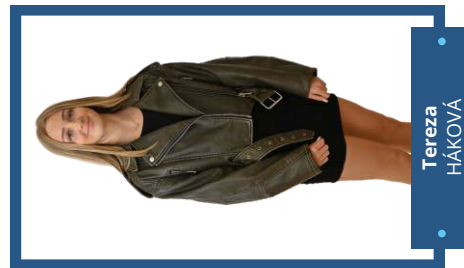
Anna
DVOŘÁKOVÁ

*Jediný limit
jsi ty sám.*



Vladislav
FRANC

*Hloupost je nezničitelná,
ale musíme proti ní bojovat.*



Tereza
HÁKOVÁ

Žij a dýchej.



Tobias
HUDEC

*Život se odvíjí od toho,
jak se zachováš,
když se ti nechce.*



Sebastian
JUŘÍK

Florbal je cesta.



TADEAŠ
KOHOUT

*Kdo chce,
hledá způsob,
kdo nechce,
hledá výmluvy.*



Jiří
KOHUT

*Život bez hudby
by byl chybou.*



Marek
MAKOVNÍK

*Vždycky si nech
jednu kulku pro sebe.*



Antonín
MOR

I play Pokemon Go.



Viktorie
NĚMCOVÁ

Diskotéka je ráj.



Studenti denního studia – třída 1B

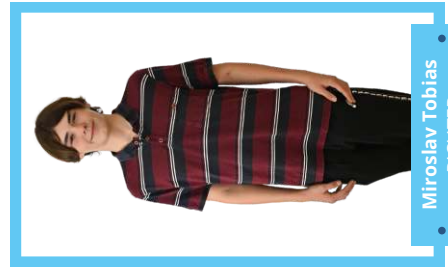
Daily students – class 1B

třídní učitelka: Mgr. Eva Jarošová / zástupce třídní učitelky: Lucie Málková



Štěpán
PECKA

*Stepan was released
from his 4-year sentence.*



Miroslav Tobias
RICHTER

Věř jenom sobě.



Natálie
RYCHNOVSKÁ

Motto nemám a nebudu.



Tereza
STACHOVÁ

Limit je mysl.



Matylda
ŠENKÝŘOVÁ

Keep on keeping on.



Lucie
ŠTĚPÁNOVÁ

*Co můžeš udělat dnes,
neodkládej na zítřka.*



Adéla
VACLAVKOVÁ

*Be yourself,
no matter what.*



Jan
VÁJGL

Zarob love.



Tadeáš
VČELIŠ

Žlutá vesta taky cesta.



Šimon
VOJÁČEK

*Když jdeš,
tak jdeš.*



Mikuláš
VOLEK

Já miluju Minecraft.



Jia Jun
ZHANG

*Sbírej zážitky
ne věci.*



Studenti denního studia – třída 1C

Daily students – class 1C

třídní učitel: Ing. Miloš Tekl / zástupce třídního učitele: Mgr. Václav Ondráček, Th.D.



Karin Noemi
BREZOVAR

*If it makes you happy,
then it is not
a waste of time.*



Yurij
DANKANYCH

Let's go bruh!



Eva
DOVRTĚLOVÁ

No thanks, bro.



Roman
FAYBYSH

Never back down.



Petr
FRIEDBERGER

*Vánoce bez dáreků
jsou jako
rohličky bez párků!!!*



Oleksandr
HRUBIK

You lost, again and again.



Nela
KOŇÁKOVÁ

*What you feel,
you attract.*



Daniela
KURUC

No comment.



Oliver Tiger
MAN

Síla je hlavně v hlavě.



Oleksander
MAZVARCHUK

Football then girls.



Radek
MELMER

*Who's gonna carry
the boots,
who's gonna carry
the legs.*



Vojtěch
MILÁČEK

Soustřed se na sebe.



Adam
NASTIS

I need more bullets!



Nikolas Vladislavov
NIKOLOV

God did!



Studenti denního studia – třída 1C

Daily students – class 1C

třídní učitel: Ing. Miloš Tekl / zástupce třídního učitele: Mgr. Václav Ondráček, Th.D.



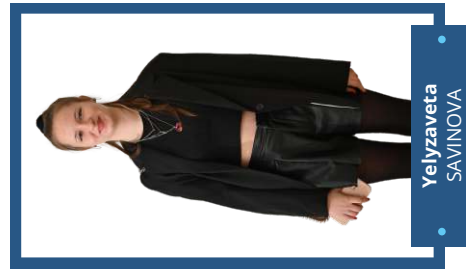
Pavlo
POTERUKHA

Never give up!



Nazarii
ROMANYUK

*Don't stand still,
keep moving forward.*



Yelyzaveta
SAVINOVA

Už zítra dnes bude včera.



Denis
SHENGOF

Žlutá vesta taky cesta.



Dominik
SMĚLÝ

Never quit playing.



Radmila
SYNKO

Chci být šťastná.



Alexander
SZÁBO

*I had a dream I could buy my
way to heaven, but when
I awoke I spent that on
a necklace. - Kanye West*



Šimon
TVRDÍK

*One day ore day one
you choose.*



Lukáš
VOJTA

*Největší sílu máš tehdy, když
už ti nezbyvá jiná možnost.*



Ilia
VOLCHANOV



Artem
VOROCHTA

*Strašnice - hlavní město
Česka.*



Duy Anh
VU



Studenti denního studia – třída 2A

Daily students – class 2A

třídní učitelka: Jana Buchalová, Dis. / zástupce třídní učitelky: Rubén Lopera Gómez



Nina
Adika

The literal meaning of life is whatever you're doing that prevents you from killing yourself. - Albert Camus



Vanesa
Holíková

*We live only once.
Thank god!
I couldn't do that sh*t again.*



Daniel
Hristov

Kill all tires.



Tereza
Hřebejková

You only live once.



Jevgenija
Juurik

*Less thinking,
more drinking.
(water)*



Olexandra
Kozma

*Don't be trapped
in someone else's dream.*



Mykhailo
Krulko

Chcít znamená dokázat to.



Aneta
Matejovic

NEVER GIVE UP!



Matyáš
Pohl

PETTA REDDAST.



Eduard
Snizhko

It was all part of the story, even the scary nights. Thank you for all the glory, you will be remember, oh Thank you to all the heroes of the night.



Samuel
Štrelka

*Hate the game,
not the player.*



Daniela
Szabados

**NEVER BACK DOWN,
NEVER WHAT...?**



Aneta
Tauberová

*Less thinking,
more drinking.
(water)*



Julie
Vašková

Věřím v Julismus.



Studenti denního studia – třída 2A

Daily students – class 2A

třídní učitelka: Jana Buchalová, Dis. / zástupce třídní učitelky: Rubén Lopera Gómez



**Dominik
VÍT**

*Simon Zajíček neví,
o čem mluví!*



**Šimon
ZAJÍČEK**

I školu můžeme mít rádi.



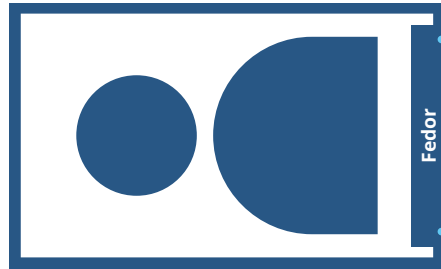
**Šimon
ZROSTLÍK**

Money buys happiness.



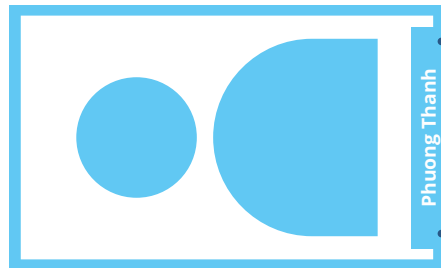
**Olivia
Žhidarcová**

*Water your plants,
no one's gonna do it for you.*



**Fedor
GROMYKO**

třída 1C



**Phuong Thanh
VU**

třída 2A



Při fotografování chyběli:
Photography absent students:



Hustá škola Group



**OBCHODNÍ AKADEMIE
PRAHA 9 – SATALICE**




**OBCHODNÍ INSTITUT
PRAHA 5 – ANDĚL**



**DIGITAL ACADEMY
KUTNÁ HORA – MALÍN**



 **Vinořská 163,
190 15 Praha 9 – Satalice**

 **286 857 164**

 **info@oapraha.cz**

 **www.oapraha.cz**



 **Ostrovského 36,
150 00 Praha 5 – Anděl**

 **Staropramenná 17B/3228,
150 00 Praha 5 – Anděl**

 **251 562 286**

 **info@oipraha.cz**

 **www.oipraha.cz**



 **Pod Školou 167,
284 01 Kutná Hora – Malín**

 **725 564 018**

 **info@dahora.cz**

 **www.dahora.cz**



ROČENKA YEARBOOK

2023–2024



**Digital Academy
Obchodní akademie
Kutná Hora**