

# Manager Shadowing Program

**EUROPEAN UNIVERSITY – BUSINESS COOPERATION**

**THEMATIC FORUM**

**Masaryk University, Faculty of Social Sciences**

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**Business Leaders Forum**

**[www.blf.cz](http://www.blf.cz); [www.csr-online.cz](http://www.csr-online.cz)**



BUSINESS LEADERS FORUM

# You might want to know...

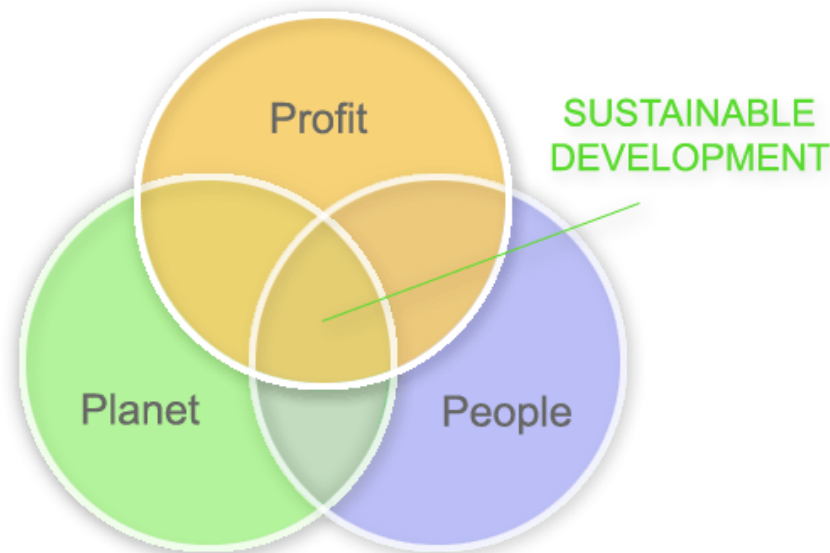
- **Who** organizes the Manager Shadowing Program?
- **How** does it work?
- **What** is it good **for**?
- **Why** company take part in?



# Who & why organizes the program?

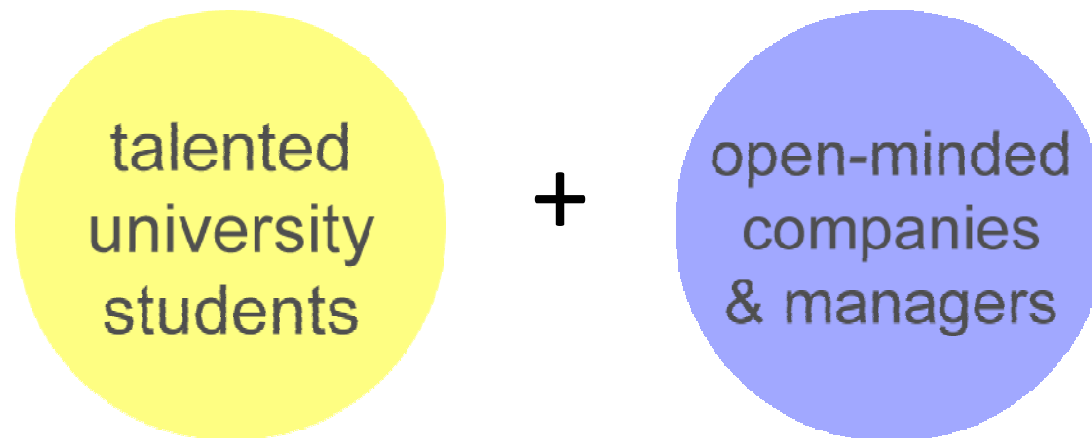
## Business Leaders Forum

- association of companies set in the CR (NGO)
- mission: promotion of Corporate Social Responsibility
- activities:  
seminars,  
conferences,  
roundtables,  
programs,  
Awards.



# What is the Manager Shadowing Program?

The core :  
building an **effective connection** between



...with benefit for both



# What does it include?

14 days **internships** (students shadow managers/teams/departments)

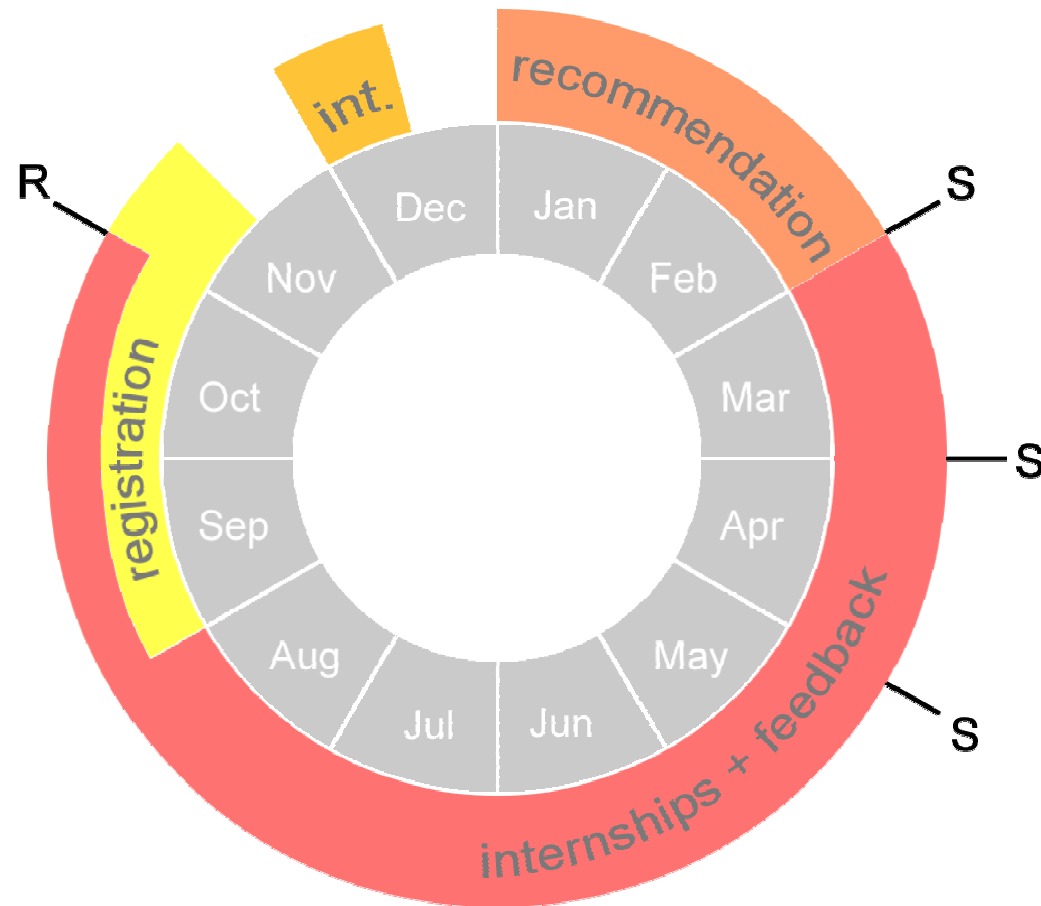
+ **Seminars** for students (soft skills)

+ **Reunion** (contacts, experience exchange)

+ **Publication** (case studies, models)



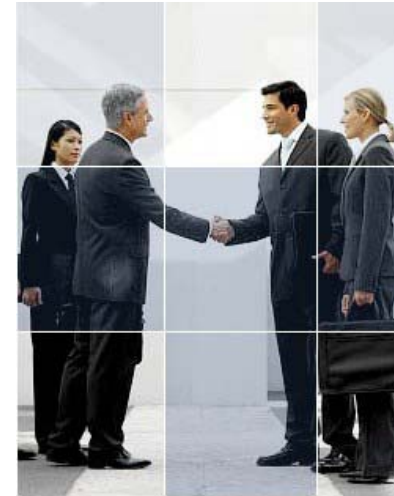
# When and how does it work?



# Expectations and benefits

## Managers + companies

- Managers development  
(new ideas, fresh feedback)
- Meeting future employees
- Cooperation on dissertations
- Overview of current level of graduates
- Networking
- PR and marketing (company as a „CSR“ is attractive for the public)



# Expectations and benefits

## Students

- Gaining practical experience
- Trying out the managerial work
- Experiencing their dream company/field
- Discovering a new company/field
- Making their future carrier clearer
- Networking



# Who has taken part most recently?

2008/2009

## Students

Registered: 124 CR (85 W +43 M)

Universities 22:

- Vysoká škola ekonomická v Praze (VŠE)
- Masarykova univerzitaUniverzita
- Palackého v Olomouci
- Západočeská univerzita v PlzniTechnická
- Univerzita Liberec
- Univerzita Hradec Králové
- Vysoká škola chemicko technologická (VŠCHT)
- Česká zemědělská univerzita v Praze (ČZU)
- VUT Brno



# Companies & organizations

## 80 placements

- |   |   |
|---|---|
| <ul style="list-style-type: none"><li>• AEG Components</li><li>• Česká spořitelna</li><li>• DHL Express</li><li>• ELLA-CS</li><li>• Expertní skupina Callisto</li><li>• Financia a.s. - Hotel Perla</li><li>• Galerie Rudolfinum</li><li>• Grid International CZ</li><li>• Hotel Thermal</li><li>• IVITERA</li><li>• JOB ASISTENT</li><li>• Johnson &amp; Johnson</li><li>• Kovohutě Příbram nástupnická</li><li>• KPMG Česká republika</li></ul> | <ul style="list-style-type: none"><li>• Magistrát města Liberce</li><li>• Město Tábor</li><li>• McDonald's ČR</li><li>• NEWTON Solutions Focused</li><li>• OFFICE DEPOT</li><li>• Reader's Digest Výběr</li><li>• Sodat</li><li>• Step Trutnov</li><li>• TEAM TRACKERS</li><li>• Technika PR</li><li>• Telefónica O2</li><li>• VH services spol. s r.o.</li><li>• Venture Investors Corporate Finance</li><li>• ZOO Liberec</li></ul> |
|---|---|



# Is it easy to tell the others?

Company with CSR activities **CAN** be seen as

- a good citizen
  - a good neighbour
  - a good employer
  - a good business partner
- and a good example for others



# Thank you for your attention.

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