Czech University of Life Sciences Prague

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Statistical Analysis of factors influencing selection of economic study program taught in English at university in Prague

Extend abstract of bachelor thesis

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Summary

Aim of the thesis is to identify and verify factors influencing the choice of university in Prague by students, who are going to study economics program taught in English. The author is going to target the biggest public universities with economic fields – Czech University of Life Sciences, University of Economics and Charles University. This comparison should observe based on which factors students preferred to study at other faculties than FEM and also show potential to develop or improve the English study programs at this faculty so it is more attractive for foreign students considering their studies in Prague.

Keywords: education, economics, preference, factors, universities, statistical analysis

Souhrn

Cílem práce je ověřit faktory, na základě kterých si zahraniční studenti volí vysokou školu v Praze, na které budou studovat ekonomický obor v angličtině. V práci se zaměřím na největší veřejné vysoké školy s ekonomickým zaměřením, tedy ČZU, VŠE a UK. Toto srovnání má sledovat, na základě kterých faktorů studenti preferovali výběr studia na jiné fakultě, než na PEF a zároveň poodhalit prostor k potenciálnímu rozvoji či vylepšení studijních oborů v angličtině, na této fakultě tak, aby byly více atraktivní pro zahraniční studenty zvažující studium v Praze.

Klíčová slova: vzdělání, ekonomie, preference, faktory, vysoké školy, statistická analýza

Introduction

Today's society is typical for its globalized and multinational form. The growing impact of globalization has reached to a point where the foreign language is a necessity for anyone who wants to succeed in labor market or any other area. With number of the international companies operating in the territory of the Czech Republic there is increasing need for multilingualism translated even to education. Thus its influence penetrated to education as well. Few year ago, there was a boom of private universities and colleges offering the English study programs which led to Czech public universities this option as well in order to improvement of the character of their international relationships and position supported by a diversification.

This thesis is divided into two main parts. It is focused on factors influencing the selection of study program and the university by a student which are discussed in the first, theoretical part. In practical part then the thesis targets the bachelor economic study programs taught in English at public universities in Prague (ČZU/CULS, VŠE/UE and UK/CU). Students from these programs were questioned through a questionnaire to find their preferences. This way were collected data for statistical analysis. The primary goal is to verify which factors were important

Objectives

The main aim of this thesis is to identify and verify factors, which may influence students when choosing the university with statistical testing of stated hypotheses. The partial aim is to identify strengths and potential to improvement of our English study programs at faculty FEM to be more attractive for students.

Methodology

The theoretical part of thesis process knowledge gained in books, research papers, and internet sources to discuss factors that could have an influence on student's selection, whether the practical part was elaborated based on collecting data through questioner and following statistical analysis of categorical data. Stated hypotheses were tested with Chi-squared test and verified or rejected.

Conclusion

The aim of this bachelor thesis was to statistically mapped out and evaluate the *factors influencing the student while selecting their economic study program taught in English at university in Prague* with usage of statistical analysis of categorical data. Validation of states hypotheses was elaborated based on data obtained throughout the spread questionnaire and evaluation of the results.

Individual factors which might have an influence on student's decision making were described in theoretical part and then tested and verified or rejected in practical part of this thesis. From the tests results there were found and proved that most of the factors has statistically an influence on student while selecting the university. These factors are for example *tuition fee level, reputation of university, variety of study programs offered by university, international relationships (possibility of exchange study programs) and equipment and environment of university.* Generally, students believes, they will gain the *advantage at labor market* with studying internationally compared to their competition who studied in native language. Also there was proven dependency between *education in family and both, moral and financial support in students studies.* From marketing communication tools there was found relationship between *university rankings, university expos, university's web pages and parent's advice* and selection of university (study program) by a student.

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