

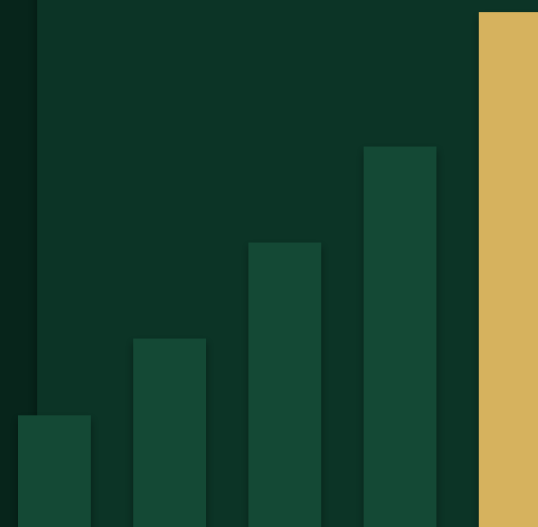


2024/2025 ACADEMIC YEAR

Study field “Economics”
study programme

“Accounting and Finance”

Self-assessment summary in presentation format



APPROVED: at the JK Council meeting of 26.03.2026, Minutes No.
2-01/136

Summary

PROGRAMME PROFILE



01 Role of the programme

Accounting and finance support business sustainability, financial transparency and tax discipline.

02 Labour market direction

Demand is increasing for understanding digital tools, automation, AI, internal control and audit.

03 Study approach

Integration of theory and practice: accounting, taxes, financial analysis and information systems.

04 Quality

Regular course review, surveys, employer involvement and feedback.

Key message

- The programme prepares specialists for a broad public and private sector labour market.
- The content complies with the occupational standard for “Accountant” and the requirements of short-cycle professional higher education.
- Practice, digital solutions and cooperation with employers are the pillars of the programme’s competitiveness.

Summary emphasis

Financial transparency and professional accounting are the foundation of business sustainability.

Programme at a glance



IDENTITY AND QUALIFICATION

01 Study field

Economics

02 Qualification

Accountant

03 Occupation code

3313 01

04 Level

Level 5 LQF / short-cycle
professional higher education

Core competences

Financial accounting

recording transactions and reports

Taxes

calculations and regulatory framework

Financial analysis

data interpretation and decisions

Digital tools

software, automation, AI

Internal control

accuracy, reliability, audit

Economic rationale

WHY THE PROGRAMME IS NEEDED



Demand is driven by the complexity of business, the development of financial markets and digital transformation.

1 Financial transparency

Reliable information for management and users of financial statements.

2 Tax discipline

Accurate calculations and compliance with regulatory requirements.

3 Control and audit

Internal control processes, accuracy and reliability.

4 Digital efficiency

Automation and AI solutions for optimising financial operations.

- Graduates can work in various sectors, both in the private and public sectors.
- An interdisciplinary approach combines economics, entrepreneurship, finance and information systems, and the legal framework.
- The accountant has an essential role in planning sustainable development and reducing fraud risks.

Social rationale

BENEFIT TO SOCIETY



The programme promotes professional mobility, employment and responsible business practice.

- A qualification demanded in the labour market can be obtained in a comparatively short time.
- Transparent financial management strengthens trust in companies and institutions.
- An understanding of ethics and professional integrity helps reduce the risks of the shadow economy.
- Cooperation with professional organisations and employers links studies with practice.

Employment

access to the labour market

Mobility

professional development

Further studies

next level

Public benefit

fair financial practice

Social significance

High-quality accounting in everyday economic activity helps strengthen tax discipline and the financial stability of the state.

Admission dynamics

STRUCTURE OF STUDY FORMS



Admission is stable; in 2025 the part-time study form dominates, while e-studies retain a significant share.

2023/2024 year



2025 year



Part-time

+12 percentage points compared with 2023/2024.

E-studies

-2 percentage points; demand remains significant.

Full-time

In 2025 it no longer appears in the structure.

Conclusion

Attractiveness and student support should be strengthened.

Study content and learning outcomes

COMPETENCE DEVELOPMENT



The content ensures a balance between theoretical knowledge and practical acquisition of accounting, taxes and financial analysis.

Knowledge

- Accounting principles
- Regulatory framework
- Basics of finance and taxes

Skills

- Processing financial information
- Preparation of reports
- Data analysis and digital tools

Competences

- Professional activity in companies
- Adapting to a technological environment
- Decision support and responsibility

The programme includes practical training and the development of a qualification paper to link theory with real professional experience.

Study implementation methods



STUDENT-CENTRED AND PRACTICAL APPROACH

1 Lectures

fundamental theoretical knowledge

2 Seminars and discussions

analysis of issues and argumentation

3 Case studies

real financial data and business situations

4 Simulations

accounting processes and financial decisions

5 Group work

communication, cooperation and problem-solving

6 Independent work

self-directed learning and responsibility

Main approach

integration of theory and practice + continuous assessment + regular feedback

Digitalisation, innovation and internationalisation

MODERN STUDY ENVIRONMENT



AI

AI solutions and automation in accounting

Moodle

digital resources and methodological materials

Erasmus

ERASMUS+ programmes on AI and cybersecurity

2024-25

expanded range of teaching materials

Emphases in the study

process

- practical use of accounting software and digital tools;
- data processing, analysis and interpretation of financial information;
- guest lectures on digital accounting and cross-border work;
- integration of mobility and international experience into study content.

Practical training

LINKING THEORY WITH THE PROFESSIONAL ENVIRONMENT



24 CP

scope of practical training

10

assessment on a 10-point scale

1

specific practice placement for completing tasks

OK

practice report in accordance with methodological requirements

Familiarisation

activities of the practice placement and organisation of accounting

Accounting

accounting of economic transactions and objects

Reports and taxes

preparation of financial statements and calculations

Analysis

processing and interpretation of financial information

Practical training strengthens the link between academic studies and the professional environment, improving graduates' readiness for the labour market.

Graduate demand in the labour market

EMPLOYMENT AND PROFESSIONAL GROWTH



88%

of students already work in their chosen profession during their studies

Employers value digital skills, use of software, document accounting, understanding of automation and compliance with regulatory enactments.

- Graduates can work in manufacturing, trade, transport, services, the public sector and other sectors.
- The acquired knowledge, skills and competences promote entry into the labour market and professional growth in the chosen company or organisation.
- Regular surveys of graduates and employers help adapt the programme to labour market requirements.

Automation

process efficiency improvement

Data analysis

decision support

Regulations

compliance with requirements

Practice

experience with real tasks

SWOT analysis

STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS



Strengths

- Content aligned with the occupational standard
- Digital competences and software
- Experienced and practising teaching staff
- Regular quality improvement

Weaknesses

- Cooperation with the sector still needs to be expanded
- The number of students is stable, without significant growth
- Uneven foreign-language knowledge
- Passive involvement of graduates in improvement

Opportunities

- Local and international cooperation
- Practice and mobility opportunities
- Digital skills and financial technologies
- Employer involvement

Threats

- Demography and emigration
- Economic fluctuations and ability to pay
- Growing competition in education
- Rapidly changing occupational requirements

Development priorities



RECOMMENDED NEXT STEPS

1 Cooperation with the sector

structure the involvement of employers, organisations and graduates in course improvement

2 Digital transformation

expand the use of AI, automation, data analysis and software

3 Student support

identify study interruption risks in good time and offer individual solutions

4 Internationalisation

promote ERASMUS+, guest lectures, practical training and teaching materials in foreign languages

5 Programme attractiveness

strengthen marketing communication and clearly highlight labour market benefits

Aim: to maintain the programme's relevance to the labour market and strengthen competitiveness in a digital financial environment.