

Czech University of Life Sciences Prague,
Faculty of Economics and Management invites you to
Blended Intensive Programme (BIP)

Value Chain Analysis: Malting Barley



What?

Value Chain Analysis of Czech malting barley is a learning project of the Faculty of Economics and Management of the Czech University of Life Sciences Prague (CZU) that aims to introduce students to the concept of value chain analysis (VCA) in the agri-food sector, using the case of the Czech Malting Barley chain.

How?

Students will explore the interactions between actors in the value chain, collect primary and secondary data, and collaboratively create a value chain flowchart, concluding with team presentations.

The programme involves study visits with actors in the Czech malting barley and beer value chain. During the visits, participants will learn about the production process in the value chain and interview practitioners to get first-hand information.

Who?

This BIP is ideal for Economics and Finance students. The teaching team will include agricultural economists – experts and practitioners of value-chain analysis, who will share their on-the-job knowledge, expertise, and insights.

Learning outcomes

A practical case study will allow participants to use modern methods in value chain analysis.

Participants are expected to develop and present a flowchart of the Czech malting barley value chain and be able to replicate the used methodology in other value chain studies.

Accreditation

The BIP consists of a total of 70 hours, 3 ECTS, which includes online work and on-site activities.

Time schedule

Online Activities – from Nov. 18 to 19, 2026

On-site activities – from Nov. 30 to Dec 4, 2026

Practical Information

Students will be provided accommodation on the university campus (220 EUR for 4 nights, including breakfast and socio-cultural activities).

The programme includes study visits to value chain actors, a visit to CZU Brewery Jeník, welcome dinner, a social event, and a farewell dinner in a traditional Czech restaurant in the Old Town.

Registration

by October 11, 2026



Who knows more?

Pavel Kotyza, +420 224 382 441, kotyzap@pef.czu.cz

Jana Melezinková, +420 224 382 061, melezinkova@pef.czu.cz

Czech University of Life Sciences Prague (CZU), Kamýcká 129,
16500 Praha 6 – Suchbátka Czech Republic