



BRITISH
BUSINESS SCHOOL

Studium BBA

Fundamentals of Management



MODULES OF THE PROGRAM

1. Fundamentals of Management
2. Strategic Management
3. Personnel Management
4. Business Economics and Finance
5. Marketing Communication and PR
6. Project Management and Planning

The BBA Fundamentals of Management program provides students with comprehensive information from individual areas of management and is thus a suitable preparation for the performance on managerial position.

The program is intended for all high school and grammar school graduates, or applicants without previous managerial experience, who want

to gain theoretical knowledge in all key areas of management.

After completing the management program, students automatically apply for admission to the MBA program.

VÍCE INFORMACÍ



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