



BRITISH
BUSINESS SCHOOL

Studium MBA

Management and Leadership



MODULES OF THE PROGRAM

1. Corporate Management
2. Strategic Management
3. Financial Planning and Investment
4. Personnel Management
5. Marketing and PR Communication
6. Project Management and Planning
7. Leadership and Team Work
8. Managerial and Leadership Skills

The MBA Management and Leadership program provides students with practical information from all the important areas of management that are necessary for the highly professional performance of their top manager position.

Students will gain valuable knowledge of a various specialized management activities, including knowledge related to marketing communication, international business

or commercial law. The program also provides students with knowledge to help them improve their communication skills, to learn how to lead and motivate teams, and to ensure personal development.

The program composition makes it ideal for entrepreneurs, middle and senior management members, executives and anyone who is interested in following modern management trends and being able to effectively use it.

VÍCE INFORMACÍ



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