



**European
School**
of Business
& Management



Schools Profile >

- > Prestigious MBA, DBA, BBA, LLM and MSc studies with international accreditation
- > Combination of lectures and online form for 1 year in Czech
- > The most modern form of teaching - the Oxford education system
- > Emphasis on effective linking of theory and practice
- > The possibility of compiling your own study program
- > Starting studies at any time and from anywhere - time flexibility
- > A top-notch teaching team that is fully at your disposal
- > Corporate education and practical workshops
- > Modern e-learning system including online library

European School of Business & Management (ESBM)

is based on the experience of prestigious foreign universities and continues the tradition of the Oxford education system. Studying at ESBM is mainly focused on practical skills and analytical thinking.

Study anytime
and from anywhere.

BBA - Bachelor of Business Administration

The BBA (Bachelor of Business Administration) study represents a modern form of manager education. Graduates get better job placement, move up the career ladder and have a chance to get a higher financial reward. BBA programs at ESBM focus primarily on practical knowledge and skills in the field of current trends in modern management. It thus offers a unique insight into specific areas of management, which is based on a combination of theory and the experience of professional lecturers.

Offer of BBA specializations

- BUSINESS MANAGEMENT
- MANAGEMENT
- MARKETING
- PERSONNEL MANAGEMENT AND ANDRAGOGY
- PROJECT MANAGEMENT
- SOFT SKILLS

Conditions of admission

A condition for admission to the BBA program is a completed high school education with a high school diploma. To study the BBA program, the applicant does not need to declare experience. Applicants are admitted to study without entrance exams or interviews, and submitting an application is free.

Start of teaching

Lessons can be started at any time throughout the year. There is no need to wait for the start of your studies or to worry that your chosen program will not open. You can choose any specialization at ESBM and start studying at any time.

Form of study

To improve the quality of BBA teaching, ESBM uses a combination of online study with the Oxford tutor model. This type is peculiar mainly to foreign universities and differs from Czech academic studies mainly in its practical focus.

Course of study

BBA studies last 9 - 12 months and are conducted in Czech. It is divided into 2 blocks and each block is further divided into individual modules. The study is carried out online in combination with face-to-face teaching, which is grouped into 3 teaching days. The study is concluded with the preparation of the final thesis and its defense. After meeting all the requirements, the graduate receives the professional title BBA, which is listed after the name.

1. BLOCK - BASIC

3 MODULES
1 TEACHING DAY

The teaching of the 1st block is identical for all students and takes place within one teaching day. It contains 3 basic modules - Theory and practice of management, Personnel management in the organization and Fundamentals of financial management.

2. BLOCK - SPECIALIZED

4 MODULES
2 TEACHING DAYS

In the 2nd block, each student chooses one of the specializations on offer. Each specialization contains 4 modules that the student completes during 2 educational days.

FINAL THESIS

DEFENSE

The study is concluded with the preparation of the final thesis and its defense.

ESBM

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Advantages of studying at ESBM

- Offering a wide range of MBA, DBA, BBA, LL.M and MSc study specializations
- Creating a study program according to your own preferences
- The possibility to study at any time and from anywhere, the possibility to start immediately
- The most modern form of teaching based on a combination of online study and face-to-face lectures, the dates of which the student chooses himself
- Online study for one year with the possibility of extension
- Teaching in the Czech language in modern premises in the center of Prague
- Emphasis on practical use of knowledge and skills
- Above-standard individual consultations with lecturers
- Free study materials, including a library of over a million professional titles

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All my preferred academic degree programs are provided only in the full-time form of study. I was looking for the possibility of a quality education along with maintaining a working career, and after finding out that at ESBM, a large number of lecturers simultaneously lecture at the UK and VŠE, it was decided. The study provided me with a quality information base on which I can continue to build, but above all it gave me the motivation to further my education.

- **Martin Špecián, BBA**; graduate of BBA Management

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Join the ranks
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