



## MBA

# Economics and Financial Management

### Modules of the specialization:

Management

Strategic Management

Financial Management

Marketing and Public Relations

HR Management

Operational Planning, Cash Flow

Business Performance Measure-  
ment

Accounting for Entrepreneurs

Optional Module (1)

Optional Module (2)

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### The MBA Economics and Financial Management

focuses on deepening the economic and financial aspects of a business, considering not only the Czech Republic but also the international environment in which most companies operate today. Every manager or entrepreneur must master financial decision-making processes in order to run a successful and competitive business.

Students will become familiar with the principles of financial management and learn strategic and operational planning. Part of the program introduces individual methods and an overview of new approaches to measuring business performance. Attention is also paid to the use of performance evaluation methods in practice.

This is intended for managers, CFOs and owners of companies for whom finance is an essential part of the decision-making process.

### The MBA Economics and Financial Management

includes the following beyond the basic and optional modules: Operational Planning, Cash Flow, Business Performance Measurement and Accounting for Entrepreneurs.

Master of Business Administration