



## MBA

# Sales Management

### Modules of the specialization:

Management

Strategic Management

Financial Management

Marketing and Public Relations

HR Management

Business Strategy and Tactics

Planning

Legal Aspects of Sales Activities

Customer Relationship

Management

Optional Module (1)

Optional Module (2)

**The MBA Sales Management** focuses not only on the Czech Republic but also on an international level, and thus emphasises the global nature of trading in today's modern age.

Students will learn about current trends in management and learn the principles of psychological thinking with focus on the customer. The aim is to deduce and apply the sales process in its individual phases, to determine specific steps in working with the customer and specification of sales targets.

This is designed especially for managers, salesmen, entrepreneurs and executives who are in the field of business and who want to deepen and improve their skills and abilities and thus increase the profitability of business in a company.

**The MBA Sales Management** includes the following beyond the basic and optional modules: Business Strategy and Tactics Planning, Legal Aspects of Sales Activities and Customer Relationship Management.

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Master of Business Administration