



BBA Management

Modules of the specialization:

Management Theory and Practice
Personnel Management in
Organisation
Fundamentals of Financial
Management
Organisation, Management and
Implementation
Corporate Culture and Ethics
Innovation and Change Management
Strategical Thinking and
Management

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The Management specialization presents a deeper presentation of management and its anchoring in management practices and scientific disciplines. It reflects the effects of the all-time changing inner and outer circumstances of the organization at managing professions. Furthermore, it explores the sequence and parallel functions of management and their practical use in the companies.

At the same time, the program looks at the managers' profiles and competencies as the key requirements for their successful leadership performance. A part of the curriculum also focuses on the company culture, as a vital part of every organization and a successful business. The students will also be offered a basic overview of the strategical thinking as the crucial prerequisite for creating the vision, strategic goals and plans.

The BBA Management includes the following beyond the basic modules: Organisation, Management and Implementation, Company Culture and Ethics, Innovations and Change Management and Strategical Thinking and Management.

Bachelor of Business Administration