



**European  
School**  
of Business  
& Management



## School profile >

- > Prestigious MBA, DBA, BBA, LLM and MSc studies with international accreditation
- > Combination of lectures and online form for 1 year in Czech
- > Combination of modern e-learning with educational videos for 1 year in English
- > 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)**

it 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.

# MBA - Master of Business Administration

The MBA study (Master of Business Administration) 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. MBA 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 MBA specializations in Czech

- ANDRAGOGY AND EDUCATION MANAGEMENT
- BANKING INDUSTRY
- CORPORATE MANAGEMENT
- COACHING
- ECONOMICS AND FINANCIAL MANAGEMENT
- EXECUTIVE MANAGEMENT
- INVESTMENT MANAGEMENT
- LEADERSHIP AND SOFT SKILLS
- LOGISTICS AND FREIGHT FORWARDING SERVICE
- HOSPITALITY AND HOTEL MANAGEMENT
- INNOVATION MANAGEMENT
- SALES MANAGEMENT
- MANAGEMENT IN EDUCATION
- PUBLIC ADMINISTRATION MANAGEMENT
- HEALTHCARE MANAGEMENT
- MANAGERIAL PSYCHOLOGY
- MARKETING AND PROMOTION MANAGEMENT
- INTERNATIONAL MANAGEMENT
- MODERN MANAGEMENT
- HUMAN RESOURCE MANAGEMENT
- INSURANCE
- PROJECT MANAGEMENT
- RISK MANAGEMENT AND CRISIS MANAGEMENT
- SPORT MANAGEMENT

## Offer of MBA specializations in English

- EXECUTIVE MANAGEMENT online
- GLOBAL BUSINESS online
- HUMAN RESOURCE MANAGEMENT online
- LEADERSHIP online
- MANAGEMENT SOFT SKILLS online
- MANAGERIAL PSYCHOLOGY online
- MARKETING online
- PROJECT MANAGEMENT online

## Conditions of admission

The prerequisite for admission to the MBA program is a completed university education at least at the bachelor's level, or professional education in the BBA program. However, the applicant may be granted an exception if he can prove his managerial experience.

## Start of teaching

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

## Course of study

MBA studies in Czech last a year and are conducted online in combination with interactive workshops. MBA studies in English take place only online and last 1 year. Both studies are divided into 3 blocks, and each block is further divided into individual modules, which are led by professional lecturers. The output for each block is seminar papers or case studies. The study is concluded with the preparation of the final thesis and its defense. After meeting all the requirements, the graduate will receive the professional title of MBA, which is listed after the name.

1st BLOCK -  
BASIC

5 MODULES

The course of the 1st block is identical for all students. Study in Czech contains 5 basic modules - Management, Strategic Management, Financial Management, Marketing and PR and Human Resource Management. Study in English contains 5 basic modules - Management, Business Financial Management and Investment Decisions, Strategic Management, Project Management and Planning a Human Resource Management.

2nd BLOCK -  
SPECIALIZED

3 MODULES

In the 2nd block, each student chooses one of the specializations on offer. Each specialization contains 3 modules.

3rd BLOCK -  
OPTIONAL

2 MODULES

In the 3rd block, each student again chooses two from a wide range of optional modules.

FINAL THESES

DEFENSE

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



# 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
- Course 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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If you want to improve and gain new knowledge in your professional life, study ESBM. The combination of a wide range of programs with excellent lecturers will help you expand your existing knowledge and consolidate your professional position. We can never know everything, but we can do a lot to be able to do a lot. Personally, I am very glad that I completed this study, because thanks to it I can see some facts from a different perspective and in a wider context. Thanks to ESBM for this opportunity.

- **Ing. Magda Březná, MBA**; graduate of MBA Economics and Financial Management

## Contact



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