



**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
- > The most modern form of education - 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 lecturers 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 managerial 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
- FINANCIAL MANAGEMENT
- MANAGEMENT
- MARKETING
- PERSONNEL MANAGEMENT AND ANDRAGOGY
- PROJECT MANAGEMENT
- REAL ESTATE
- SOFT SKILLS

Conditions of admission

The conditions of 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 study

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 BBA specializations, 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 takes 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 seminars, which is grouped into 3 course 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 BBA degree, which is listed after the name.

1. BLOCK - BASIC

3 MODULES
1 COURSE DAY

The 1st block of the study is identical for all students and takes place within one course day. It contains 3 basic modules - Management Theory and Practice, Personnel Management in the Organization and Fundamentals of Financial Management.

2. BLOCK - SPECIALIZED

4 MODULES
2 COURSE 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 course days.

FINAL THESIS

DEFENSE

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

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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 education based on a combination of online study and face-to-face seminars, 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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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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