ESBM European School of Business & Management

BBA
Business Management

The Business Management specialization is focused on deeper understanding of functions and goals of the entrepreneurial sphere of interest, in particular managing the business and financing of the company. The students of this specialty will be introduced to the current trends in management and the psychological principles targeted on the client. They will also apprehend and will be able to set processes connected to business and marketing activities, and they will grasp the mutual relations that influence the effectivity of the actions and processes.

Creating sales strategies and developing knowledge and skills in management forms an essential part of the program. The goal of this course is to acquire the psychological, sociocultural, business and other communicative skills.

The BBA Business Management includes the following beyond the basic modules: Business Processes and Strategies, Customer Typology, Performance Management System, Sales Skills.

Bachelor of Business Administration

Modules of the specialization:

Management Theory and Practice

Personnel Management in the Organisation

Fundamentals of Financial Management

Business Processes and Strategies

Customer Typology

Performance Management System

Sales Skills

European School of Business & Management SE

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