European School of Business & Management

DBA Soft Skills

Modules of the specialization:

Management vs. Leadership

Resource Management

Lean Management

Human Resource Management

Personal Development Management

Communication, Argumentation and Negotiation

Development of Managerial Creativity

Life Design

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Professional language skills complement the equally important soft skills. Managers who acquire soft skills sufficiently, work efficiently, are more assertive, have a healthy self-confidence, are more efficient, have very good relationships with colleagues within the workplace, customers and all people around them, are more adaptable and flexible and can creatively exploit the diversity of their work team. Soft skills are key to leadership and motivation. It is these highly critical aspects that are targeted by the highly specialised **DBA Soft Skills** program.

The students will think about finding new ways to look at a problem, a threat, but also to use the opportunities and chances they encounter in their professional life, thanks to the discussed scenarios and case studies. It will also improve another extremely important discipline, which is often crucial for business, which is effective communication. The theoretical knowledge will be supplemented by practical exercises focused on coping with difficult situations and conflicts. The program is an ideal choice especially for senior management and executives of companies of all sizes.

The DBA Soft Skills includes the following beyond the basic modules: Communication, Argumentation and Negotiation, Development of Managerial Creativity and Life Design.

Doctor of Business Administration