European School of Business & Management

MBA
Real Estate Innovation & Excellence

Modules of the specialization:

Management

Strategic Management

Financial Management

Marketing and Public Relations

Human Resource Management

Communication Skills for Real Estate Agents

Real Estate Marketing

Artificial Intelligence and Modern Technology in the Real Estate Sector

Optional Module 1

Optional Module 2

European School of Business & Management SE

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The MBA Real Estate Innovation & Excellence specialization prepares students for a wide range of careers in the real estate industry. Through individual modules, they will be able to communicate and negotiate with clients, learn about the functioning of real estate agencies, property management, the basics of real estate marketing, and their attention will also be paid to artificial intelligence and modern technologies that are making the process of selling real estate ever more advanced.

Graduates of this specialization will be able to analyze and discuss developments and trends in the use of social media in the real estate industry. They will also focus on the practical application of artificial intelligence and modern technology in the real estate sector.

This MBA program is suitable for real estate agents, representatives of real estate agencies, and anyone involved in the real estate market.

The MBA Real Estate Innovation & Excellence specialisation includes the following modules beyond the core and optional blocks: Communication Skills for Real Estate Agents, Real Estate Marketing, Artificial Intelligence and Modern Technology in the Real Estate Sector.

Master of Business Administration