



## Fundamentals of Management

The BBA Fundamentals of Management program provides students with comprehensive information from individual areas of management and is thus a suitable preparation for the performance on managerial position.

The program is intended for all high school and grammar school graduates, or applicants without previous managerial experience, who want to gain theoretical knowledge in all key areas of management.

After completing the management program, students automatically apply for admission to the MBA program.

### Modules of the program:

1. Fundamentals of management
2. Strategic management
3. Marketing communication and PR
4. Personnel management
5. Business economics and Finance
6. Personal development management
7. Project management and planning

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