

SPECIALISATIONS IN THE FIELD OF MANAGEMENT



3 YEARS (6 SEMESTERS) OF BACHELOR'S DEGREE PROGRAMME

SPECIALITIES:

- Marketing and sales
- Human resources management
- Business management
- Project management in an organisation with PMI GAC accreditation



The GAC Accredited Program seal is a mark of Project Management Institute, Inc.

STUDIES ARE CONDUCTED
IN  OR IN 

SPECIALISATION: MARKETING AND SALES

You will receive the information necessary to work in marketing and sales departments. You will learn to prepare and implement marketing programmes, create ongoing task reports, and collaborate with marketing service providers. You will learn the most effective sales techniques, and find out how to build and manage sales teams.

LIST OF COURSES:

- Marketing Management,
- Marketing Communication,
- Knowledge Management
- Sales Management,
- Sales Techniques,
- Business Psychology.



CAREER AFTER STUDIES:



- marketing specialist,
- sales specialist,
- customer service specialist,
- sales representative.

SPECIALISATION: HUMAN RESOURCES MANAGEMENT

You will learn how to effectively build and develop the human capital of a company, with the help of knowledge of recruitment and selection, motivation, periodical assessment, and the complex development of employees. You will learn what “hard HR” is about – the entirety of administrative and payroll-related activities related to human resources.



LIST OF COURSES:

- Recruitment,
- Selection and On-boarding,
- Motivation systems,
- Knowledge Management
- Employee Development,
- Performance Appraisal System,
- Business Psychology.



CAREER AFTER STUDIES:



- HR and payroll specialist,
- recruitment and HR projects specialist,
- human resource management specialist.

SPECIALISATION: BUSINESS MANAGEMENT

This specialisation will prepare you to manage your own business, or a department of any organisation. You will learn how to conduct strategic analyses, as well as creating and implementing organisational strategies and policies in a dynamic, intercultural, business environment. In addition to that, you will learn tried-and-tested methods of human resources and budget management, as well as communication with clients and partners.



LIST OF COURSES:

- Small Company and Start-up Management,
- Change and Innovations Management,
- Knowledge Management,
- Business assessment and valuation methods,
- Leadership in Organisations,
- Business Psychology.



CAREER AFTER STUDIES:



- managerial positions in an organization at local, regional or global level,
- you can start and run your own business.

SPECIALISATION: PROJECT MANAGEMENT IN AN ORGANISATION WITH PMI GAC ACCREDITATION

If you want to independently lead projects, this specialisation will teach you how to do just that. In addition, you will learn how to support and manage projects: starting from preliminary analyses, through to planning, completion, and evaluation.



LIST OF COURSES:

- Trends in Project Management,
- PMI Methodology I,
- Project Knowledge Management,
- Agile Project Management Methodologies,
- PMI Methodology II,
- Project Management Psychology.



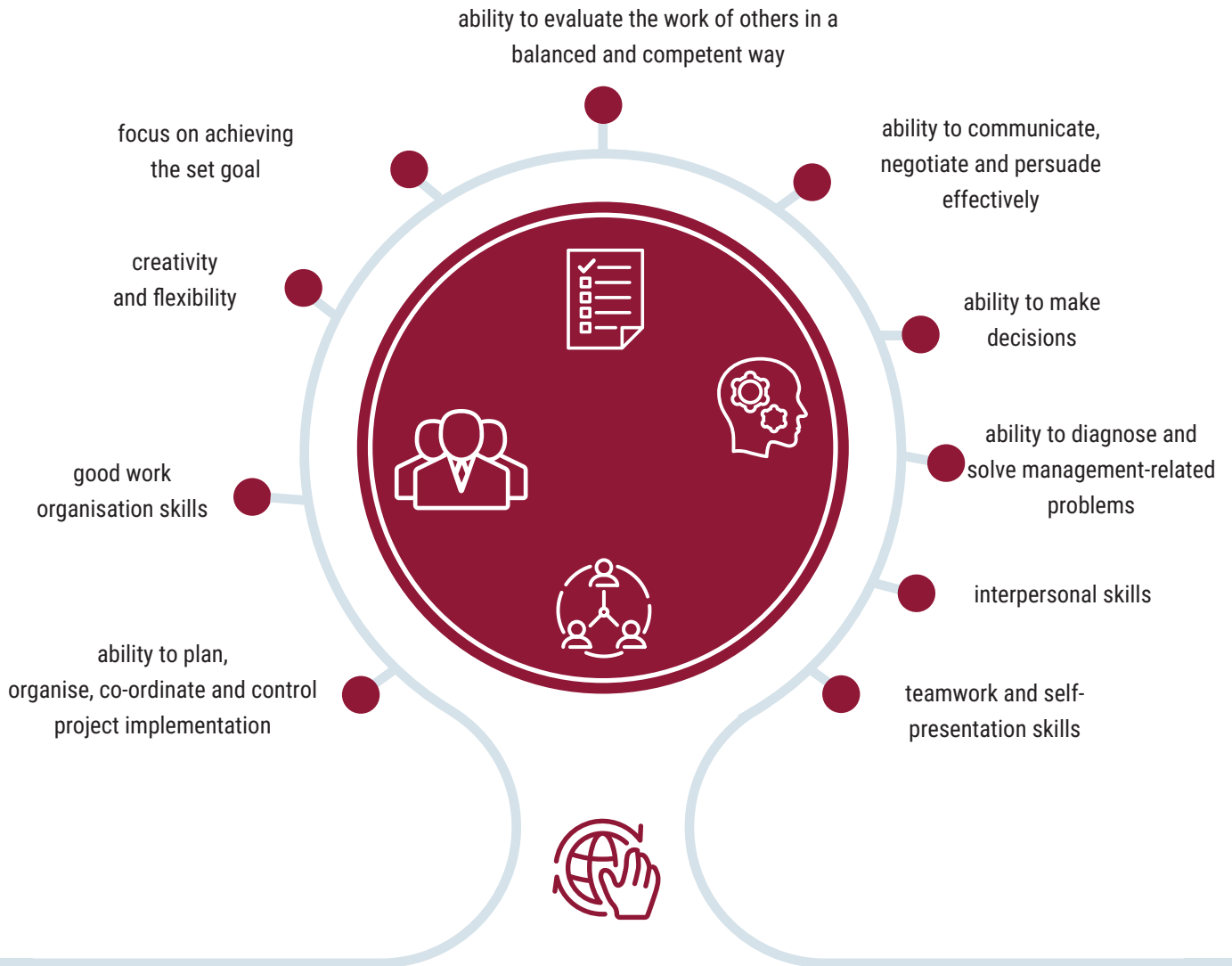
CAREER AFTER STUDIES:

- project manager,
- project specialist.



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ACQUIRED COMPETENCES AND SKILLS IN MANAGEMENT



AFTER COMPLETING YOUR BACHELOR'S DEGREE, YOU CAN CONTINUE YOUR STUDIES IN THE FOLLOWING SPECIALISATIONS DURING YOUR MASTER'S DEGREE:

2 YEARS (4 SEMESTERS) OF MASTER'S DEGREE PROGRAMME

- Managerial Accounting II CIMA
- Business administration in an international environment
- Marketing management in an international environment
- Human resources management in an international environment
- E-business project management in an international environment

INTERNATIONAL OFFICE



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LET'S MEET IN PERSON OR ON-LINE



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