BRITISH BUSINESS SCHOOL

EDUCATION IS THE BEST INVESTMENT

# Fundamentals of Management

## BBA studies

FLEXI

## Modules of the Program

1. Basics of Management
2. Strategic Management
3. Marketing Communication and PR
4. Personnel Management
5. Business Economics and Finance
6. Personal Development Management

The BBA program in Fundamentals of Management provides a strong theoretical foundation and practical orientation in the key areas of organizational management. Students gain an understanding of how management functions in real-world settings and how to apply its principles to support the growth of a team or company. They learn to identify key business success factors and develop effective strategies that enable organizations to thrive in a changing environment.

Students acquire skills in effective communication with customers and in building a positive brand image, thereby strengthening the organization's competitiveness. They also gain an understanding of how to properly lead and develop employees, learn to plan budgets, and evaluate a company's financial health.

Beyond professional knowledge, the program supports personal development by enhancing students' ability to manage time, stress, and workload, set priorities, and achieve defined goals. The program provides graduates with a comprehensive set of tools for starting a career in a managerial role, prepares them for effective team and process management, and enables them to take on responsibility within an organization more quickly.

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