

Further education

In terms of subsequent education, graduates of the programme are thoroughly prepared to apply for the International Management/CEMS programme, which consistently ranks among the best Masters in Management programmes (16th in the Financial Times Master in Management ranking 2024 and 10th in the QS Masters in Management Rankings 2025).

Application period

- » **1st intake:** October 15th – February 28th
- » **2nd intake:** March 1st – April 30th
- » **3rd intake:** May 1st – June 10th

Applications

- » In order to be accepted to the Programme, an applicant has to prove a completion of full secondary education.
- » Application fee of 50 EUR has to be paid by February 28th (1st intake) / April 30th (2nd intake) / June 10th (3rd intake).

Entrance exam

- » Essay in English on a given economic topic (scope 1,000–1,200 words)
- » Motivational video
- » On-site/online interview

Tuition fee

- » 5,000 EUR/academic year

VŠE / BBA



Kontakt

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Bachelor of Business Administration

The Right Step Forward

Prague University
of Economics and Business
Faculty of Business
Administration



About

Are you interested in business, management or marketing? Then come to study Bachelor of Business Administration in Prague. The study field is suitable for students with analytical thinking who are interested in the business environment, particularly those focusing on management and building companies. During the bachelor studies, you will be introduced to all the areas essential for proper functioning of a business; e.g. marketing, logistics, corporate finance, personnel management or entrepreneurship. The graduates can participate in executing economic and managerial functions at mid-management levels in companies and other institutions where business management education is expected. They mostly start their careers at industrial enterprises, enterprises operating in the energy sector, transport and storage, trade and services or consulting firms, or they start their own business.

Why BBA?

- » **Modern teaching methods:** Critical thinking, case studies, simulations, team projects.
- » **EQUIS accredited:** Study at the faculty which ranks among the top 1% of business schools in the world.
- » **Double degree:** Offered in cooperation with KEDGE BS in France.
- » **International exposure:** Study with classmates of around 50 nationalities from all around the world.
- » **International/Local internship** as part of the curriculum.
- » **Friendly environment:** Take part in team-building activities and discuss your questions and suggestions directly with the programme management.

Class profile



90

students



90%

international



42%

women



20

average age



50

nationalities

Programme description

The three-year Bachelor in Business Administration programme provides a comprehensive package of courses for successful managerial work in the corporate sphere, banking institutions or in own businesses. To complete the Programme, a student has to fulfil a workload of **180 European Credits** by participating in:

Mandatory courses

- » Management » Operations Management
- » Business Strategy » Corporate Finance
- » Informatics » Marketing » Accounting
- » Entrepreneurship » Personnel Management
- » Organizational Behaviour » Macroeconomics
- » Microeconomics » Audit » Logistics
- » Consumer Behaviour » Law » etc.

+ a great number of Elective and Language courses to choose

Additional experience

- » Option of one semester abroad (sponsored from an Erasmus scholarship, or the scholarship fund).
- » Possibility of obtaining a Double Degree Diploma (in cooperation with KEDGE Business School, France)
- » Internship

Common graduate occupations

