

Study programme Business Administration

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Faculty	Faculty of Economics
Type of study	Bachelor
Language of instruction	English
Code of the programme	B0413A050047
Title of the programme	Business Administration
Regular period of the study	3 years
Cost	50,000 CZK per semester
Coordinating department	Department of Business Administration and Law
Coordinator	Ing. Hana Štverková, Ph.D., MBA, LL.M.
Key words	Business administration, Entrepreneurship, Sustainable Development, Management, Managerial methods and techniques

About study programme

Great managers are familiar with the business environment, understand business processes, and are professionals in their field. Graduates of the Business Administration programme understand the functioning of a business, from its foundation, through management, sustainability, and project management, including the evaluation and interpretation of the statistical, and other business data. While studying, graduates will master various methods and techniques, and delve into the ins and outs of establishing, managing, and expanding different types of companies. Furthermore they will understand management, including its techniques, methods, managerial skills, and soft skills. In addition, you will gain insight into marketing and financial management, innovation, and modern technology.

Professions

- Financial Manager (higher level of management) in the companies and financial institutions
- Manager of the Enterprise (General Manager)
- Economic analyst
- Head of the Economics Department
- Researcher

Hard skills

- Creation of personnel activities
- Creating a marketing strategy and marketing plan
- Knowledge of systematic and analytical methods in management
- Financial and economic analysis of investment projects
- Knowledge of EU tax policy including relevant legislation
- Knowledge of marketing communication
- Knowledge of the marketing environment and identification of market opportunities
- Evaluation of the effectiveness of work with human resources
- Creating strategic analysis and plans
- Knowledge of economics and financial management
- Knowledge of business economics

- Creating an economic analysis of the company
- Economic analyses of business management
- Knowledge of economics and financial management of the enterprise
- Knowledge and understanding of consumer behaviour
- Knowledge in the field of monetary policy, financial markets, and corporate finance
- Knowledge of marketing communication tools
- Knowledge of HR processes
- Production and inventory planning and management
- Creation of company diagnostics
- Understanding ethics in business
- Business financial management
- Knowledge of strategic planning and management
- Ability to apply quality improvement and logistics
- Creating analyses of product quality
- Application of legal/economic tools for problem-solving
- Preparation and implementation of international projects
- Knowledge of personnel strategy and processes
- Knowledge of CBA
- Ability to make financial decisions
- Knowledge of marketing mix
- Grant and project management
- Knowledge of accounting, financial statements, and taxes
- Orientation in the field of non-governmental non-profit organizations
- Knowledge of statistical analysis and marketing research
- Ability to manage banking institutions and enterprises
- Knowledge of business and logistics operations
- Knowledge of business strategy and business plan
- Orientation in the field of financial accounting
- Knowledge of family business issues
- Knowledge of tax and commercial-law relations
- Knowledge of the process of production and service management
- Knowledge of financial analysis
- Knowledge of business processes and its management
- Analytical skills
- Knowledge of small and medium business issues
- Knowledge of marketing research plan
- Knowledge of the functioning of economic policy, public administration, and self-government
- Knowledge of financial accounting and taxes
- Ability to be well informed in application areas of marketing
- Creation of business contracts
- Knowledge and analysis of the market environment
- Project management of national and international projects
- Creation of advanced quantitative and qualitative analyses
- Establishment and management of the company and its diagnostics
- Knowledge of business ethics
- Knowledge of financial calculations and pricing
- Ability to evaluate performance in individual components of public administration
- Orientation in human resources management in multinational companies
- Knowledge of intercultural management

- Knowledge of monetary policy, financial markets, and corporate finance
- Knowledge of HR management
- Knowledge of banking
- Ability to evaluate in HR management
- Knowledge of financial accounting
- Knowledge of personnel activities (orientation in HR management)
- Knowledge of legal regulations in business
- Administration of individual types of taxes and subsidies
- Knowledge of marketing strategy for entering a new product on the market
- Process analysis and modelling
- Knowledge of marketing concept
- Application of managerial skills

Graduate's employment

Graduates of the Bachelor's degree programme in Business Administration will find employment in various types of enterprises regarding the field of activity (manufacturing enterprises, services, virtual enterprises), and regarding the size, in lower and middle management positions. Graduates can also find employment as a specialist in departments such as planning, controlling, quality, logistics, or HR. Furthermore, graduates can be a founder and owner of a business.

Typical jobs (taken from the CZ-ISCO Classification of Occupations): 121 Managers in business administration, administration and support activities; 12111 Economic and financial deputies (directors); 12112 Economic and financial managers (excluding financial and insurance services); 12113 Accounting and controlling managers; 12122 Personnel managers; 12129 Other human resources managers; 12130 Organisational strategy and policy managers; 12191 Quality and management systems certification (ISO) managers; 12199 Business administration, clerical and support managers not elsewhere classified; 12211 Commercial deputies (directors); 12212 Commercial managers; 1324 Transport, logistics, and related managers; 142 Retail and wholesale managers; 242 Strategy and personnel management specialists.

Study aims

The aim of the study programme Business Administration is to educate professionals with a broader economic overview with the main focus on business administration and management. The study programme provides theoretical and practical knowledge of a comprehensive nature, which is necessary for work in managerial positions. A general economic foundation including knowledge of economics, mathematics, statistics, economics, law, and management is the basis for the creation of key competencies of future graduates in individual subjects. The aim of the study programme is to prepare qualified professionals who will be able to perform specialised work and managerial functions in the field of economics and business management and will be able to solve standard and non-standard managerial tasks at lower and middle management levels. Students are prepared to be able to organise and implement business activities and to exercise independent professions. The study is focused and profiled especially concerning the application of graduates in various types of enterprises both in terms of the field of activity (manufacturing enterprises, services, virtual enterprises) and in terms of size, namely in the positions of lower and middle-level managers, specialist in professional departments (e.g. planning, controlling, quality, logistics, HR), founder and owner of the enterprise.

Graduate's knowledge

The main content of the study is the acquisition of knowledge in the following areas:

- business administration,
- management methods and techniques,
- managerial skills,
- human resources management,
- international business,
- business organisation,
- management and management skills,

- legal regulations for economists,
- business economic analysis,
- legal and administrative principles for setting up a business,
- computer science and business information systems,
- management accounting and tax issues,
- finance and financial markets.

Graduate's skills

The main scope of the study is to acquire professional skills in the following areas:

- performing standard economic analysis of the company's management,
- solving basic tasks of business economics,
- understanding of systematic and analytical methods and techniques used in particular areas of management,
- application of managerial skills,
- carrying out personnel activities using methods and techniques of personnel work,
- evaluating the effectiveness of human resource management methods, techniques and processes,
- understanding of psychological and sociological knowledge, approaches and methods used in business management,
- understanding of the economics and financial management of business activities,
- understanding of accounting and financial reporting and related tax issues,
- application and evaluation of the production and service management process in the areas of production structure, organisation and planning, standardisation and human resources,
- practical application of enterprise establishment and management concerning soft skills,
- orientation in legal institutes, regulations in the field of business.

Graduate's general competence

Graduates of the study programme Business Administration are equipped with general economic and professional knowledge (general economic overview, ability to analyse trends in the development of economic phenomena, orientation in legislation), managerial knowledge (mastery of the basics of the management process, use of methods and tools to support decision-making), communication knowledge (presentation of own results with the support of ICT tools, preparation of documents for negotiations), information technology knowledge (use of data processing tools) and language knowledge (conversation in a foreign language, ability to understand a professional text in a foreign language).

Study curriculum

- form Full-time (en)