



UNIVERSITY OF NEW YORK IN PRAGUE



**UNYP Bachelor Degrees
Business, Finance and Marketing**

Educating
Tomorrow's
Leaders

About the Program

The European Bachelor's Degree in Business Administration (BBA) program enables students to gain a broad overview of business management topics, opening up a wide range of career paths. The structure of the program prepares students for global employment; we particularly emphasize proficiency in conducting business in English, and familiarity with the cultural aspects of working in an international environment. These skills are essential for students interested in career opportunities with multinational corporations, or domestic companies with extensive international business activities.

Our approach places a great deal of emphasis on the pan-European and global aspects of commerce, which are particularly critical in today's business environment. With our multinational faculty and student body, UNYP is in a particularly strong position to provide this valuable international perspective.

The European BBA is professionally accredited by the International Assembly for Business Education (IACBE) which provides quality assurance using the American standards for business education as a benchmark. This degree is also fully accredited by the Czech Ministry of Education. Our BBA graduates have a wide range of options open to them; some have gone on to study at universities such as Oxford, Cambridge or LSE in England, and Stanford or Columbia in America, while others are working for international organizations such as General Motors, Coca-Cola, KPMG and the European Parliament. The program serves as a strong grounding for those who wish to pursue careers in the public sector, civil society or academia.

UNYP European Bachelor's Degree in Business Administration

The three-year European BBA in General Management leads to the award of an EU accredited degree. All classes are taught in English by international faculty, chosen for their proven experience and academic credentials. BBA students develop a number of key business skills on this program:

- A comprehensive business education
- Coursework that strengthens core business learning
- Ability to think theoretically and analytically
- Sophisticated oral and written English communication skills
- Use of software applications for research
- The ability to work in a multicultural setting

Specializations

Students who prefer to specialize rather than follow the General Management option have two specialization options open to them: Finance and Marketing.

Finance

UNYP's BBA in Finance prepares students for a professional career with several specialized courses in the last three semesters of study. The courses are taught by skilled and experienced lecturers with proven expertise and credentials from the finance and financial services sectors. BBA in Finance students take the following specialized courses:

- Risk Management
- International Trade & Finance
- Statistics for Business and Economics II
- Investment Analysis & Portfolio Management
- International Money & Banking

Marketing

The BBA in Marketing prepares students for a professional career with several specialized courses in the last two semesters of study. The courses are taught by skilled and experienced lecturers with proven expertise and credentials in corporate marketing. BBA in Marketing students take the following specialized courses:

- Public Relations Principles
- Electronic Commerce & Marketing Technologies
- Introduction to Advertising
- International Marketing Strategies
- Advanced Marketing

UNYP Degrees

UNYP students have the opportunity to earn a Czech Bachelor's degree (bakalář – Bc.). This degree is awarded by UNYP and accredited by the Czech Ministry of Education and the International Assembly for Collegiate Business Education (IACBE).

Courses

Courses include:

- Business Policy & Strategic Management
- Financial Accounting
- Managerial Accounting
- Microeconomics
- Macroeconomics
- Statistics for Business & Economics
- Operations Management
- Fundamentals of Finance
- Marketing
- International Business





MINISTERSTVO ŠKOLSTVÍ,
MLÁDEŽE A TĚLOVÝCHOVY



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