

# European Bachelor of Business Administration



University  
of New York  
in Prague

- **Degree:** European Degree (bakalář, Bc.)
- **Length of studies:** 3-year program
- **Format:** In-person
- **Intake:** September / January
- **Concentrations:** Available

## TOP INFORMATION ABOUT THE PROGRAM

- **Gain essential knowledge** in management, marketing, finance, and strategy.
- **Develop strong critical-thinking** and problem-solving skills for real business challenges.
- **Build leadership abilities** and learn how to work effectively in diverse teams.
- **Strengthen your decision-making** and analytical skills for complex organizational situations.
- **Acquiring practical communication skills** needed for professional business environments.
- **Learn to understand market behavior**, consumer needs, and competitive dynamics.
- **Prepare for a wide range of international career opportunities** across industries including a mandatory 1-semester accredited internship.
- **Gain a strong academic foundation** for future studies such as an MBA or specialized master's programs.



## LEARN ABOUT US

- Private American University
- Fully Accredited Programs
- Dual degree options
- English-taught programs
- Over 1000 students, more than 80 nationalities
- Vibrant student life, smaller classrooms and networking opportunities
- Exchange programs and career guidance
- Outstanding international faculty, professors from the EU and US
- Student-centered American teaching style
- Prime location in Prague, one of Europe's safest, most affordable, and most international student cities.

### What next?

Register for our Open Day  
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