



Bachelor's  
Program

VŠE / IBB

Quality  
Education  
in Prague



*Study  
with us!*

## Contacts

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# Bachelor of International Business

*Where business leaders  
of tomorrow meet*

Prague University  
of Economics and Business

Faculty of International  
Relations



## Program description

The aim of the Bachelor of International Business (IBB) program is to provide students with appropriate professional qualifications in international business and related economic, social, and political areas, and to prepare them for lifelong learning. Students in the program will acquire knowledge and develop competences in the areas of international business, economics, entrepreneurship, logistics and supply chain management, world economics, mathematics, and intercultural skills. Graduates of the program are equipped with superior language skills and will succeed in the changing multicultural environment of international business. The core values of the program are respect for the ethical dimension of international business and compliance with the principles of diversity, equality, and inclusion. The program is suitable for talented students who wish to apply themselves in the multicultural environment of international business, are interested in its aspects in the broad context of international economic, social, legal, and political relations, and wish to further develop their extended knowledge of foreign languages. Graduates of the program will find employment mainly in multinational companies, national companies operating in foreign markets and in international or governmental institutions, in specialist positions or in junior and middle management positions. At the same time, graduates are prepared to succeed with their own business plans and objectives, or to continue with their education at master's level.

## Why to study IBB?

1

By studying IBB you will obtain a **high quality and internationally recognized business education** that will help boost your career.

2

We offer you exceptional possibilities to **spend a semester at our partner university**. You can choose from more than 200 of them.

3

Students can also benefit from our **Double-Degree program**. Get two degrees from two universities!

4

You will study in English, but apart from that, we will teach you another foreign language. **Knowledge of two foreign languages is a must today**.

5

You can study at the Faculty that belongs to a **club of 7 schools that have been awarded with EFMD Accreditation** for two programs for the period of 5 years.

6

**You will not be alone here**. Students from your program will help you overcome the adaptation period.



## Courses

### » Conditions for Completing the Program:

Study load (180 European Credits – ECTS)

### » Main core courses:

- » Doing Business in Globalized Environment
- » International Business Negotiation and Protocol
- » International Entrepreneurship
- » International Business Operations
- » Retail Business
- » Global Operations and Logistics
- » International Financial Management
- » International Trade, Investment and Innovation
- » World Economy
- » Corporate Finance
- » Marketing and Business Policy

### » Business-Related Optional Courses:

various, including courses taught by visiting professors.

## Admission requirements

- » completed secondary education
- » application form
- » structured Curriculum Vitae
- » copy of a passport or ID
- » receipt of payment for the application fee (50 EUR)
- » knowledge of English

## Application deadline

- » 30 April, 10:00 CEST (Prague Time Zone)

## Entrance exam (long-distance)

- » essay on a given economic topic in English (min. 1,200 words)
- » motivation letter in English
- » interview in English

## Tuition

- » 5,000 EUR/academic year