

About Bachelor of Business Management (BBM)

BBM is an undergraduate program for management studies. It is an English-taught management study program focusing on all the major aspects of business and management. Courses in a **BBM** program provide students with a diverse understanding of management practices in business. The **BBM** degree program is organized to provide a general overview of the operations of business and the business environment.

The Program aims at developing students with effective human, technical and conceptual skills, along with complete knowledge of the core functional areas of management. This Program helps to develop students as committed, responsible, ethical and active managers; perfecting their latent skills, sparking their curiosity, developing leadership qualities and the ability to influence and change their organization and society as a whole in a positive and significant manner; thereby enabling them to reach the top of their potential.

The **BBM** is designed for students who are interested in pursuing managerial and entrepreneurial careers in both domestic and international companies.

Students acquire the knowledge, practical skills, and analytical tools needed to establish a successful enterprise or perform effectively as a manager.

Students who satisfactorily complete all the required course work shall receive a **Diploma/Bachelor Degree in Management – Business Management** from Wroclaw University of Economics.

Who is the Bachelor of BM designed for

The **BBM** is a **full-time program**. The structure and curriculum are designed for students with **little or no work experience**.

The **BBM** program is aimed at candidates with little or no work experience, who have the motivation and desire to build a strong foundation for a career in business. To join the program, candidate will have completed secondary school with a good degree.

Program details

The Programme consists of courses covering a wide range of fundamental knowledge and skills. These modules are supplemented with a number of workshops to balance theory and concepts with skills and practice.

Only the most effective active learning methods are used. There is a strong focus on teamwork, case studies, group projects, professional business applications, and simulation games.

Student profile

BBM degree program is a three-year program that prepares to take on a variety of managerial roles in many different types of business. Students who complete the **BBM** will be able to demonstrate: a broad overview of the concepts, theories, and applications of management; the insights to be creative and flexible so as to generate and apply critical thinking; preparedness to lead and manage in a wide range of employment scenarios; the analytical and non-analytical tools necessary to address a wide range of general management problems; the business skills and tools necessary to compete in a complex, quickly changing global environment.

Below, you can find **Major Course list** for Bachelor of Business Management Studies

Management	Basics of IT Systems
Law	Financial Accounting
Mathematics (with elements of financial math)	Project Management
Economics	Labour Management
Finance	Organizational Methods and Techniques
Statistics for Business	Operations Management
Accounting	Financial Decisions in Enterprises
Organizational Behaviour	Operational Research
Human Resources Management	Civil and Commercial law
Logistics	Enterprise Science
Innovation Management	Games and Business Simulation I
Negotiations	Games and Business Simulation II
Marketing	Entrepreneurship

To find out more information about **BBM, please contact us. Candidates who will have any problems or questions should contact us by email: enrollment@ue.wroc.pl or ewa.stanczyk@ue.wroc.pl**