

**YOU KNOW THE GOAL,
WE KNOW THE JOURNEY**

CONTACT

BIBS

Brno International Business School (BIBS) was established in 1998 and is one of the biggest and oldest private universities in the Czech Republic. From the outset, its prestige and the high quality of its tuition is based on cooperation with British partner universities, first-class lecturers and emphasis on practical education. The school's annual range of bachelor's, master's and managerial study programmes in the field of economics, management and law are not only of interest to new secondary school and university graduates, but also to experienced managers striving to advance their careers and wishing to increase their value on the job market or supplement their professional education.

Our school has offered the prestigious MBA Senior Executive programme without interruption from 1998, and the quality of this programme has been repeatedly demonstrated through its validation by our British partners. The school currently boasts 2,000 students, thanks to which it is one of the biggest MBA providers in the Czech Republic. Nearly 4,000 successful graduates are the best proof of the quality of its courses.

Staffordshire University

Our British partner Staffordshire University, which validates our programmes, is the guarantor of the quality of the MBA programme at BIBS. The programme is subject to Staffordshire University quality assurance procedures and is required to meet the expectations of the higher education regulatory bodies in the United Kingdom. Successful graduates of the MBA will be awarded an internationally recognised Staffordshire University degree.

B.I.B.S., a.s.
Lidická 81
602 00 Brno
Czech Republic

Phone number: +420 545 210 792
E-mail: info@bibs.cz



**STRATEGIC MANAGEMENT
FOR A SUCCESSFUL FUTURE**

www.bibs.cz

www.mba4strategy.cz

STRATEGIC MANAGEMENT FOR A SUCCESSFUL FUTURE

Are you prepared to rise to the challenge?

Do you really know how to lead and compete?

Do you want to be the one who can make a difference?

Let the success you have achieved to be a stepping stone of your new way to excellence. Strategic management is a method of achieving the best level of performance more quickly and easily than you hoped. Whether you are a manager at a multinational company, in an executive position at a state enterprise or non-profit organisation, or manage your own company, you must always be aware of one thing – what your goal is and which path to take to reach it.

The strategic management concept will enable you to proceed as effectively as possible, organise work as a whole and systematically reach the milestones you have defined. The MBA Senior Executive programme is an exclusive product of European quality, created on the basis of a partnership between Brno International Business School (BIBS) and Staffordshire University in the United Kingdom. Our unique specialisation in strategic management and nearly twenty-year tradition of our programmes distinguishes us from the competition. BIBS will teach you how to manage your company strategically and plan in the long-term perspective – so that each of your steps in the future takes you closer to the clear vision of your successful future.

To master strategic management means:

-  Analysing the company's specific requirements and adapting the method of management to them.
-  Planning the company's future in the long-term perspective.
-  Being prepared for a wide range of problems and situations and not simply reacting to them.
-  Assuring a competitive advantage for yourself and your company and not being satisfied with just stagnating.
-  Being prepared for dynamic changes in your branch and utilising them to your benefit.
-  Not being afraid of creative and innovative solutions, which will enable you to beat the competition.

Make the next step to the top

Working as a member of senior management is full of constant challenges and only those who face these challenges can reach the absolute peak of success and ensure their company prospers. Studying strategic management is one of these challenges, which will take you a step closer to the elite and will simultaneously give you a strength in overcoming other obstacles, discovering new opportunities and pushing personal and career limits.

MBA studies as a project for implementing strategic management into your company

The MBA Senior Executive programme has a distinctive strategic management theme running throughout, allowing the principles studied to be applied to day to day business. You will immediately be able to put every new piece of knowledge or skill you acquire during your studies into professional practice. We will guide you through each specific phase of preparation all the way to the final realisation of a successful company strategy.

Bring your business to school

During your studies you will resolve actual situations from your own professional experience – the time spent “at school” will be effectively used to execute work duties. Real issues concerning strategic management in the company can also be consulted with a team of qualified lecturers and with other students – executive employees from a whole range of sectors who will provide you with valuable feedback and a new inspirational perspective.

A school which will satisfy your potential

Tuition in the form of weekend lectures, independent studies and controlled consultations ideally meets the requirements of managers for whom time is the most expensive commodity. Utilisation of the modern guided learning method, which facilitates a part-time, blended learning approach to study, enabling students to practically and immediately apply the knowledge acquired during classes. The innovative Virtual Learning Environment utilised at BIBS enables continuous interactive contact with lecturers and other students.

Partners in your path to excellence

We will guide you through the whole programme and the entire process of implementation of the strategic management as a system into your company, step-by-step over two and a half years. However, you will benefit from the advantages of this step for the rest of your life. We will provide you with maximum support in your studies and will help you solve problems. Even after you successfully complete your studies, we will remain a partner you can rely on at any time.

ORGANISATION OF THE STUDY COURSE

1st year

During the first year students will become acquainted with basic theoretical procedures and practical techniques, not only in the field of strategic management on a general level, but also in specific areas of business such as marketing, financial management and human resources.

Modules
Introduction to Strategic Management
Strategic Human Resources Management
Strategic Financial and Risk Management
Strategic Marketing Management

2nd year

During the second year students will learn the knowledge and skills necessary for actual implementation of new strategies in the company and will learn to face changes, challenges and trends in the turbulent business environment. The offer of elective subjects will provide students with the opportunity to devote time to their own specialisation.

Modules	Electives
Change and Leadership	Business Development
Management Research Methods	Operations Management
Strategic Information Management	Electronic Commerce
Elective	Procurement Management
	Project Management
	Intercultural Management
	Knowledge and Innovations Management
	Managing Public Private Relationship

3rd year

During the third year students write and submit a dissertation demonstrating that they have mastered the strategic management on a theoretical level and, most importantly, has managed to implement it in a real environment.

Modules
Dissertation Project Proposal
MBA Strategic Management Dissertation

Detailed information about the programme

Title:	MBA Senior Executive
Field of study:	Strategic management
Validation:	Staffordshire University – Faculty of Business, Education and Law, United Kingdom CAMBAS Association
Awarded degree:	MBA (Master of Business Administration) – British university degree awarded by Staffordshire University
Terms of enrolment:	Minimum bachelor level university education and at least 3 years' experience in a managerial position, or Secondary education completed by school leaving examination and at least 10 years' demonstrable experience in an equivalent managerial position Knowledge of English language on the level of IELTS 6 exam or another English competency equivalent (TOEFL ITP, etc.)
Teaching language:	English
Length of studies:	2 and a half years, with the option of individual extension or reduction
Teaching locations:	Prague, Brno, Bratislava, Ostrava
Organisation of study:	Combined form of studies with 6–8 lecture weekends a year