

## **Bachelor study program**

### **SALES MANAGEMENT**

#### **Graduate Profile**

The Sales Management specialization is part of the study program Economics and Management. Its goal is to learn based on theoretical economic, management, and marketing disciplines such skills that it needs every manager to move in an international environment, and at the same time comprehensively understand the functioning of the company at the national and international levels. Within the profiling subjects, students become more familiar with fields such as marketing and management, retail marketing, B2B marketing, marketing communication, and marketing research.

Teaching is based on linking theoretical and practical skills. Teachers in their subjects use case studies or interactive management games so that the students understand the issue in detail. Practical management skills students gain mandatory semester practice at domestic or foreign universities and companies that are engaged in international trade, as well as in teaching that is regularly led by experts from practice.

Compulsory internship is included in the fifth semester of study to increase the employability of graduate students. Students most often choose the Škoda Auto company for compulsory internships a.s., other Škoda Auto partner companies, universities, or foreign companies, above all within the Volkswagen concern, to which he goes with the support of the Erasmus+ program.

As part of the Erasmus program, students can also spend a semester or two at one of several of the school's sixty partner universities. Škoda Auto University also offers very interesting projects outside of Erasmus and it is thus possible to choose for your foreign experience destinations such as China, India, South Korea, or the USA.

Graduates of the specialization can further deepen their knowledge and skills within the framework follow-up master's specialization in International Marketing. Due to the enlarged the student is ready for the comprehensive common basis of all bachelor's specializations and to study other master's specializations offered by the school.

The specialization is intended for analytically thinking students who would like to learn how company processes work both nationally and internationally.

The graduate is equipped with a complex of interconnected and detailed knowledge of the fields of business management, international trade, marketing communication, and business communication. Thanks to subjects such as rhetoric, they can argue and communicate at the same time team and are thus valuable members of every department. Practical communication skills he expands and improves teamwork as part of his compulsory practice. A graduate of the specialization has knowledge and skills in the field of theoretical and applied sciences such as theoretical economics, accounting and financial management, economic law, taxation, marketing, management, statistical theory, and economic statistics, but also user knowledge of ICT and two world languages. At the same time, it has extensive social services competencies, mainly related to communication and presentation skills, and teamwork skills.

He is equipped with an appropriate combination of technical and economic knowledge and is capable of practical application, which distinguishes him from graduates of other universities with economic orientation.

#### **Graduate Employment**

Graduates of the field can apply in particular for the positions of specialists and managers in export and import departments, marketing research, communication departments, or projects that companies deal with in connection with their business activities.