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Foreword

The Master of Business Administration (MBA) programme is the world's most recognised qualification for managers with ambition to hold top executive positions. In the context of today's globalised and rapidly changing markets, companies prefer international talent capable of making flexible and sound decisions. MBA study with an international perspective is designed for those who wish to progress in their careers. The course objective is to enhance students' career in international agribusiness and commerce by facilitating clear understanding of economic principles and practise. On completion of the course, students will be ready to make greater contribution to the economy and management of their existing organizations and be capable to develop a successful career elsewhere.

The Agribusiness and Commerce study material, created by experienced academic staff of FEM SUA in Nitra, will provide you with knowledge for your future management position. You will acquire business knowledge, learn valuable strategies and practices which you can later apply in practice. Leadership is one of the most responsible positions in businesses, requiring long-term preparation, knowledge and experience. The MBA textbook provides all essential leadership skills and knowledge, comprising professional theory, presentations, group projects and practical assignments that are integral part of manager's job. You will use this valuable theoretical knowledge and experience in practice. Networking is one of key requirements for successful business and entrepreneurship – it all depends on relationships and your ability to build them.

The course objectives are as follows: to give students an understanding of economic principles and their effect on business, to teach students what has economics got to do with business and why do students heading for a business career need to study economics and law, to teach students to be oriented in economic categories that explain consumers and firms decisions making, to teach the students how the Economic Policy variables (GDP, inflation, exchange rate, interest rate, unemployment rate...) have significant impact on strategic decisions of managers likewise on the firms, to teach the students how to use leadership style, quality management, planning and strategic management, to teach students how to use marketing management, research and communication, consumer theory and consumer behavior. To teach students business informatics, agribusiness, finance and accountancy and rural development. Students will acquire the skills which are necessary for understanding the Agribusiness and Commerce as a whole.

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