

<b>Study program: Modern Business Management</b>
<b>Subject name: Bachelor's Thesis</b>
<b>Lecturer: All lecturers engaged in the study program</b>
<b>Subject status: obligatory</b>
<b>ECTS: 7</b>
<b>Pre-requisites: All exams passed in the study program</b>
<b>Objectives</b> <p>The goal of the final paper is to present a deeper analysis of the question within the study program that the student enrolled and to answer the questions posed using professional literature and relevant research methods.</p>
<b>Outcomes</b> <p>The final papers testifies that the student is capable to apply independently and creatively theoretical and practical knowledge, that the student possesses critical thinking skills and logical concluding skills and that he is able to present his conclusions in a clear way.</p>
<b>Description</b> <p>The final paper presents the independent students' work where he gets introduced to the research methodology within management and marketing. After the final work, the student will receive the title of the Manager and will be qualified and enabled to be hired in various organizations, as well as to pursue his education on graduate studies.</p>
<b>Teaching methods</b> <p>Consultations, experimental and theory exercises</p>