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## **MBA in Automotive Management**

**Standard Period of Studies: 18 months**

**ECTS Credits: 90**

The MBA in Automotive Management is a Postgraduate programme of studies preparing candidates for senior management roles in organisations. The course's purpose is to educate the responsible manager, who understands the general picture and wider implications by which automotive organisations of different kind are driven and managed.

The MBA in Automotive Management provides candidates with extended and superior knowledge being fully concentrated on latest reconnaissance and developments. It focuses on modern organisational challenges, forces and values driving the automotive industry. The course combines knowledge on automotive organisations with key management practice skills and respects findings of latest research.

### **Modules of the MBA in Automotive Management:**

1. Automotive Operations Management
2. Total Automotive Quality Management
3. Consumer Behaviour and Brand Management
4. Strategy and Alliances in the Automotive Industry
5. Automotive Supply Chain Management
6. Dealership and Sales Management
7. Innovation Management in the Automotive Industry
8. Business Research Methods
9. Master's Thesis