

Full Student Cycle Path – MBA Program – European City University

Stage	Actions for MBA Program
1. Recruitment	Digital marketing, webinars with faculty, career-oriented outreach targeting professionals and executives.
2. Application & Admission	Online application form, submission of degree transcripts, CV, interview with MBA Program Chair
3. Enrollment & Registration	Student receives offer letter, signs learning agreement, pays tuition deposit, and registers via student portal.
4. Orientation	Online/on-site induction, academic calendar briefing, introduction to Moodle/Google Workspace, and library access.
5. Learning & Teaching	Coursework in Leadership, Strategy, Finance, and electives. Weekly live sessions and asynchronous materials.
6. Assessment & Feedback	Assignments, presentations, case studies, and exams with rubrics and detailed feedback via LMS.
7. Progression & Support	Midterm academic reviews, course tutor/faculty representative check-ins, access to academic writing and career development workshops.
8. Final Project/Thesis	Capstone project or business consulting report supervised by faculty, with viva or final presentation.
9. Graduation	Formal graduation ceremony, degree certificate issued (digitally with blockchain verification).
10. Alumni Engagement	Access to alumni portal, continuous learning offers, career tracking surveys, and invitation to MBA networking events.