

Master of Business Administration

Program Overview

The European City University MBA program is designed for ambitious professionals seeking to advance their careers and develop the leadership skills necessary for success in today's global business environment. This program combines cutting-edge business theories with practical applications, providing students with the tools to navigate complex business challenges and drive organizational success.

Program Duration and Structure

- **Duration:** 12-18 Months
- **Credits:** 60 Credits
- **Delivery Mode:** Online Distance Learning with Weekly Live Class
- **Language:** English

The program is structured to provide flexibility for working professionals, enabling them to balance their studies with their careers.

Key Features

- **Global Perspective:** Gain insights into international business practices and develop a global mindset.
 - **Flexible Online Learning:** Study at your own pace with 24/7 access to course materials.
 - **Applied Research Focus:** Emphasis on solving real-world problems through applied research projects.
 - **Expert Faculty:** Learn from industry leaders and renowned academics.
 - **Interdisciplinary Approach:** Engage with diverse disciplines to broaden your perspective and skill set.
 - **Professional Networking:** Opportunities to connect with peers, mentors, and industry professionals.
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Core Courses

1. **Organizational Behavior (5 credits):** Study the dynamics of behavior within organizations. This course covers organizational theories, motivation, team dynamics, and organizational culture.
 2. **Current Issues in Business Management (5 credits):** Examine contemporary challenges in business management. This course covers topics such as globalization, technological disruptions, sustainability, and corporate social responsibility.
 3. **Managerial Accounting (5 credits):** This course focuses on equipping students with the skills to analyze financial information, support strategic planning, and make data-driven decisions that enhance organizational performance.
 4. **Marketing Management (5 credits):** Learn to develop, implement, and evaluate effective marketing strategies. Topics include market research, consumer behavior, brand management, and digital marketing.
 5. **Managerial Economics (5 credits):** Understand the economic principles that influence business decisions. This course covers microeconomics, macroeconomics, and the application of economic theories to managerial decision-making.
 6. **Operations Management (5 credits):** Study the principles of operations management, including production planning, supply chain management, quality control, and process optimization.
 7. **Managerial Ethics (5 credits):** Explore the ethical challenges faced by managers in today's business environment. The course emphasizes ethical decision-making, corporate governance, and social responsibility.
 8. **Management for the Worldwide Organization (5 credits):** Gain insights into managing organizations in a global context. Topics include international business strategy, cross-cultural management, and global leadership.
 9. **Financial Resources Management (5 credits):** Learn to manage an organization's financial resources effectively. This course covers financial analysis, budgeting, capital structure, and investment decisions.
 10. **Capstone Strategic Management (15 credits):** This integrative course challenges students to apply their knowledge in a strategic context, focusing on the formulation, implementation, and evaluation of business strategies.
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Learning Outcomes

Upon completion of the program, graduates will be able to:

- **Conduct Advanced Research:** Design and execute rigorous research projects that contribute to professional knowledge and practice.
 - **Lead and Manage Change:** Implement effective leadership and change management strategies in diverse organizational settings.
 - **Develop Strategic Initiatives:** Formulate and execute strategies that drive organizational success.
 - **Innovate and Drive Growth:** Apply innovative thinking and entrepreneurial skills to create new business opportunities.
 - **Navigate the Global Landscape:** Understand and respond to the complexities of the global business environment.
 - **Apply Ethical and Legal Principles:** Integrate ethical and legal considerations into business decision-making.
 - **Utilize Business Intelligence:** Leverage data and technology for strategic decision-making and competitive advantage.
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Admission Requirements

- **Bachelor's degree** from an accredited institution.
 - **Professional Experience:** Minimum of two years of relevant professional experience.
 - **Completed Application:** Including personal, educational, and professional information.
 - **Official Transcripts:** From all previous academic institutions.
 - **Statement of Purpose:** Outlining career goals and research interests.
 - **Letters of Recommendation:** From professional or academic references.
 - **Resume or CV:** Detailing professional experience and achievements.
 - **ECTS:** Completion of a bachelor's degree and recognition of prior learning (RPL) equivalent to a minimum of 240 ECTS.
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Application Process

Interested candidates can apply online through the European City University website on cityu.edu.eu/application

Contact Information

For more information about the MBA program, please contact:

- **Email:** enquiry@cityu.edu.eu
- **WhatsApp:** +33 7 44 91 86 01
- **Website:** cityu.edu.eu

