

MASTER of BUSINESS ADMINISTRATION in INNOVATION MANAGEMENT & DESIGN THINKING

NATIONALLY RECOGNISED & INTERNATIONALLY ACCREDITED



ACCREDITATION SERVICE
for
INTERNATIONAL SCHOOLS,
COLLEGES & UNIVERSITIES



ATHEA

ASSOCIATION FOR TRANSNATIONAL
HIGHER EDUCATION ACCREDITATION



**European
Council for
Business
Education**



RECOGNITION & ACCREDITATION

The European International University (EIU) – Paris, is **NATIONALLY RECOGNIZED** as a private higher education establishment by the French Ministry of National Education, Higher Education, Research, and Innovation, in accordance to and in compliance with the French Education Act: Code de l'Education Articles L 444-1 to 444-11 and R 444-1 to 444-28, as well as **INTERNATIONALLY ACCREDITED** by the Accreditation Service for International Schools, Colleges, and Universities (ASIC), a U.K. Government recognised international accreditation body.

PROGRAMME OVERVIEW

This programme examines the processes and activities involved in managing innovation in firms. A key aim is for students to understand the strategic and operational issues that affect the innovation process across the different range of innovation problems that firms can confront. Four aspects of innovation will be discussed: product innovation and design; service innovation and design; information systems innovation and design; and business model innovation and design. The programme will also be asking the students to consider the role that design thinking plays in managing innovation, particularly but not exclusively in what concerns product design. The programme will with also involve the practical application of the frameworks, concepts and principle learnt to real case problems.

LEARNING OUTCOMES

- To enable the advanced study of organizations, their management and the changing external context in which they operate.
- Equip individuals for and/or development of a career in business and management by developing skills at a professional or equivalent level to assume senior managerial and leadership positions in business.
- Development of the ability to apply knowledge and understanding of business and management to complex issues, both systematically and creatively, to improve business and management leadership and practice.
- Enhancement of lifelong learning and personal development so as to be able to work with self-direction and originality and to contribute to business and society at large.

CORE MODULES

1. MGT510: Managerial Accounting
2. MGT520: Managing Business Strategy
3. MGT530: Human Capital Management
4. MGT540: Marketing Management
5. MGT550: Managing Operations
6. MGT560: Leading Organization
7. MGT570: Financial Management
8. MGT580: Project Management

TUITION FEE

€1,499.00

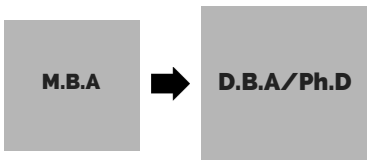
DURATION

UP TO 12 MONTHS

AWARD SAMPLE



PATHWAY OPTION



EIU Incorporation Address: 66 Avenue des Champs Elysées 75008 Paris, France

EIU Paris Campus: 59 Rue Lamarck 75018 Paris, France

EIU Corporate Strategy & Operations Headquarter: 12th Floor, Amarin Tower,

496-502 Ploenchit Road, Lumpini, Pathumwan, Bangkok 10330, Thailand

EIU Registration at RCS No.: 839 980 851 R.C.S. Paris on 29 May 2018