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INTERNATIONAL
UNIVERSITY

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MASTER of BUSINESS ADMINISTRATION in CORPORATE SOCIAL RESPONSIBILITY

NATIONALLY AUTHORIZED & INTERNATIONALLY ACCREDITED



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RECOGNITION & ACCREDITATION

The European International University (EIU) – Paris, is a private higher education establishment authorized 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'Éducation 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.

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PROGRAMME OVERVIEW

The role of **Corporate Social Responsibility (CSR)** on MBA programmes is rapidly evolving as a result of the economic difficulties over the past five years. After the global recession at the end of the last decade, some, rightly or wrongly, placed blame at the doors of business schools for failing to ingrain the importance of CSR values on their alumni. Further, protests around the world against the perceived greed fostered in some industries shows a global population becoming increasingly frustrated with a lack of consideration of CSR in business. There is a growing belief that MBAs are well placed to manage effectively and to lead corporations today. They are discerned to bring not only expertise in traditional management and financial skills to their employers, but also a sensitivity to all forms of CSR and the ways in which corporations need to interact with governments, which are the primary aims of this MBA in CSR.

PROGRAMME BENEFITS

- 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

DURATION

12-18 MONTHS

TUITION FEE

€1,499.00

AWARD SAMPLE



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

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