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# MASTER of BUSINESS ADMINISTRATION in LEADERSHIP

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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'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.

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## PROGRAMME OVERVIEW

Good leadership means good business. Professional communication, team building and conflict resolution are the key skills developed in this comprehensive **MBA in Leadership** programme. Whether you want to be a startup entrepreneur or a change-agent in an existing organization, this MBA specialization will help you to define your leadership style. You'll learn to set clear goals and objectives while effectively managing a team. This programme promotes leadership values that benefit both companies and their employees. The major theories to study include: trait theory, behavioral theory, contingency theory, and transformational leadership. Several intertwined topics include: power, motivation, and management style. Practical aspects of leadership to be covered are: stress, dealing with corporate culture, gender and race issues, etc.

## 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: 12<sup>th</sup> Floor, Amarin Tower,

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

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