



MASTER of BUSINESS ADMINISTRATION in STRATEGY

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'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

The **MBA specialization in Strategy** will equip a graduate with the required skills to prosper in a career in business management. Key lessons would include: industry and environmental analysis, internal analysis and competitive advantage, organizational structure, design and alignment, market evolution and dynamics; in addition to many specialized topics for specific industries, world regions or stages of market development. Strategy draws upon all of the business and market fundamentals, so it is important that a specialized strategy curriculum also includes a solid grounding in topics such as economics, accounting, finance, marketing, organizations, and operations.

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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