



EUROPEAN  
INTERNATIONAL  
UNIVERSITY

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# MASTER of BUSINESS ADMINISTRATION in GENERAL MANAGEMENT

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.

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## PROGRAMME OVERVIEW

The **Master of Business Administration in General Management** is an MBA degree primarily aimed at students with a non-business administration Bachelor degree, who have had at least 2 years of experience working in companies and organizations in a role that manages people or processes, or both. The programme is aimed at providing graduates with the skills and competencies to fulfill management positions in the field of business administration, both in the public and private sector. These positions can include management or policy-making positions in large organizations, as well as positions of management in small to medium sized companies (SMEs). Students are able to critically analyze and evaluate various developments within an organization so that they can form, create and instigate policies, visions and aims and solutions within that organization. They should be in a position to analyze the strategic processes and vision of a company or organization, and using this analysis, apply and implement tools to innovate, optimize and (re-)structure these processes using an integral approach.

## 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,

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