

MASTER OF BUSINESS ADMINISTRATION (M.B.A.)



EUROPEAN
INTERNATIONAL
UNIVERSITY



PROGRAMME HANDBOOK



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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)

Master of Business Administration (M.B.A.) programme is designed to equip you with essential modern management skills and knowledge and prepare you with an enterprising spirit grounded on solid business practices. The programme also aims at providing you with analytical and decision making capabilities in order to face different kinds of new challenges resulting from the rapid changes seen in today's growing business environment. You will study tools and techniques that will help you develop and manage products and services that will be competitive internationally.

The EUROPEAN INTERNATIONAL UNIVERSITY is ranked #75 WORLD'S BEST BUSINESS SCHOOLS FOR 2020 by CEOWORLD Magazine. EIU-Paris continues to be one of the WORLD'S BEST and MOST AFFORDABLE BUSINESS SCHOOLS of the 21st Century, and beyond.



PROGRAMME OBJECTIVES

The programme has the following aims:

1. To enable the advanced study of organisations, their management and the changing external context in which they operate.
2. 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.
3. 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.
4. 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.

PROGRAMME GOALS

The M.B.A. programme structure enables students to acquire the following knowledge and transferable skills:

- Develop the fundamentals and requisite skills set of effective leadership in a global environment.
- Develop how to communicate and structure their ideas into logical steps that utilise their resources, respect social and cultural boundaries.
- Learn to recognise opportunity, how to establish what needs to be done, how to determine who needs to be involved, how to manage effectively, and how to honour cultural differences.
- Develop analytical thinking.
- Develop reasoning skills.
- Develop critical thinking and problem solving skills.
- Know the importance of teamwork.
- Demonstrate ability to self-evaluate, modify behaviour and meet or exceed obligations.
- Demonstrate ability to create and sustain a positive impression, confidence and advance in a career.
- Develop a fundamental understanding of the principles of business.
- Develop highly effective communication skills.



PROGRAMME BENEFITS

At the end of the programme the successful student will have the ability to:

1. Demonstrate critical understanding of management theories, current issues of management, the development of conceptual frameworks to guide their application within organisations.
2. Acquire a strong foundation in key functional areas of business management to enable them to succeed as effective managers/leaders in an increasingly complex and dynamic environment.
3. Acquire and use a range of concepts, tools and techniques for problem solving and decision-making for analysing complex and inter-related business scenarios.
4. Demonstrate and apply independent research and critical skills enabling the investigation and evaluation of valid and relevant management issues and practices.
5. Demonstrate initiative, insight, attitudes of responsibility and ethical leadership in the development of the strategic management agenda in the organisation the participant works in or expected to work in the



SPECIALISATIONS

1. M.B.A. in Finance

With a Master's in Business Administration degree specialising in Finance, students will gain a more competitive edge in the job market. Advanced finance programmes seek to teach students more about managing revenues and money. While enrolled in a finance master's degree programme, students will learn more about how to properly and professionally manage funds, as well as the interface of risk, time, and money. Focus areas will include accounting, economics, financial planning, issues in organisations and management, and management information systems. Programmes could also cover the study of options and futures and how to make well-informed decisions for business growth. Anyone who is looking to advance their career can consider earning a master's degree in finance. Earning a finance M.B.A. degree can also be of great help to anyone who is interested in the banking or investment fields.

2. M.B.A. in Strategy

MBA in Strategy will equip graduates 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, organisational structure, design and alignment, market evolution and dynamics; in addition to many specialised 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 specialised strategy curriculum also includes a solid grounding in topics such as economics, accounting, finance, marketing, organisations, and operations. In today's competitive marketplace, strategy is a critical management resource. A strategy specialisation trains students to see the enterprise as a whole, and to understand how and why a manager can make a difference to the performance of the entire firm. Strategy helps to align the company's activities to ensure long-term success. It also takes a holistic view of the organisation and its industry in making decisions. M.B.A. with a solid grounding in strategy will be valued for their ability to drive the business forward and to take the firm into new directions.

3. M.B.A. in Leadership

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 organisation, this MBA specialisation 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, behavioural 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.

4. M.B.A. in Entrepreneurship

The essence of entrepreneurship is the passion that transforms an idea into a thriving business. The M.B.A. in Entrepreneurship teaches students about the innovation life cycle, including how to take an idea through research and development, and introduce a new product or service. The programme will help students learn how to spot emerging trends and opportunities in the market that will sustain your business over the long term. Completing an M.B.A. in Entrepreneurship doesn't mean that starting your own business will be your only option. An increasing number of established corporations and businesses are looking for employees with an entrepreneurship mindset. Employers across the board expect initiative and innovation from M.B.A. graduates.

5. M.B.A. in Retail Management

Retail management is a sub-discipline of the general field of management that deals with overseeing the distribution and selling of products directly to consumers, in specific vending points such as shops, chain stores, markets and malls. Retail managers are in charge of everyday operations within a retail store or department. They plan how merchandise is promoted, organise employees, handle customer service, and supervise inventories. Retail managers also have to understand client profiles and empathise with their needs in order to adjust product supply and to anticipate demand, in order to increase profits. Retail management is closely related to others disciplines ranging from business and international business, marketing and logistics, to supply chain management, operations management, fashion merchandising and others. In this M.B.A. in Retail Management programme, students will learn management models and practices, in addition to relevant marketing strategies. They will also acquire leadership, communication and decision-making skills. Graduates in the field can work as managers of hotels, catering, food and beverages companies, travel agencies, and franchise chains among many others. Examples of professional positions include purchasing manager, logistics and distribution manager, personnel manager, merchandise planner, store director or division merchandising manager.



6. M.B.A. in Sports Management

The sports market is a multibillion-dollar industry, with expansion in regions like Asia, America, and the Middle East as amazing opportunities awaits for those with a specialised set of skills related. The goal of the programme is for students to acquire all the knowledge and skills necessary to become the “tomorrow” of Sports Management. Specifically, they will learn from specialised executives with administrative knowledge of how a team works, how it is run, how it is organised, sports events, budget management, human resources, social media, marketing, sponsorship and how the overall development of a group.

Programme Partnership with IST College and Panathinaikos Sports Club, Greece

EIU – Paris is thrilled to announce the launch of the first M.B.A. in Sports Management in Greece.

The programme is offered exclusively in partnership with Panathinaikos BC OPAP, through our partner IST College of Athens in Greece.

7. M.B.A. in General Management

The Master of Business Administration in General Management is an M.B.A. 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 organisations 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 organisations, as well as positions of management in small to medium sized companies (SMEs). Students are able to critically analyse and evaluate various developments within an organisation so that they can form, create and instigate policies, visions and aims and solutions within that organisation. They should be in a position to analyse the strategic processes and vision of a company or organisation, and using this analysis, apply and implement tools to innovate, optimise and (re-)structure these processes using an integral approach.

8. M.B.A. in International Business

MBA in International Business focuses on management fundamentals, international management tactics and global economics. MBA in International Business degrees are in demand due to increasing globalisation and the growing number of businesses currently competing on the international stage. In addition to working within global companies that compete on international markets, graduates of international business programmes can also find careers in management, finance, and in consulting. Graduates may also seek work in the travel and hospitality industry, which continually deals with both businesses and consumers from



around the world. They may be responsible for overseeing the finances, marketing, project development, and more for these international businesses. The M.B.A. in International Business offers candidates the opportunity to deepen their knowledge in the international business field. The programme provides students the opportunity to analyse foreign markets, including cultural, geographic and socioeconomic differences, and to prepare to handle managerial tasks.

9. M.B.A. in Operations Management

The MBA in Operations Management programme introduces production and operations management, the business function responsible for creating goods and services. In recent years, the scope of production management has broadened considerably. Production concepts and techniques are now being applied not only to manufacturing concerns but also to a wide range of service industries. These include health care, food service, recreation, banking, hotel management, retail sales, education, transportation, and government. This programme examines the design and control of systems needed for the efficient use of materials, human resources, and equipment. It also delves into the allocation of financial resources, facilities, and information in the development of competitive products and services.

10. M.B.A. in Human Resource Management

The MBA in Human Resource Management examines the management of human resources in a multinational context. The programme emphasises on the strategic role of human resource management and focuses on changing traditional human resource practices to meet the needs of global organisations. The programme explores how 'best in class' human resources practices can improve an organisation's bottom line. The programme focuses on the management of people to ensure maximum competitive advantage within and across organisations. Strategies for HRM ensure you will know how to strategically plan staffing requirements. Performance and reward management will ensure you know how to get the best from your people as a manager.

11. M.B.A. in Marketing & Sales

The MBA in Marketing & Sales programme builds managers who master the marketing and sales process. The programme is designed for mastering all operational and behavioural fundamentals such as the marketing and sales processes, the design and implementation of successful strategies and tactics, and the use of management and productivity tools. Areas such as how to design successful sales and marketing strategies and how to effectively address marketing and sales decisions are given importance to. Finally, the implementation of different sales and marketing tools are studied through the programme. In addition, students will enhance their knowledge and skills to address modern marketing challenges, develop successful



marketing and sales strategies and plans, gain “hands-on” sales experience, master marketing and sales tools and techniques, and develop networking opportunities in the international market.

12. M.B.A. in Hospitality & Tourism Management

The MBA in Hospitality & Tourism Management programme provides students with a background on how to properly manage all aspects of travel, lodging, food services and event planning. Incorporating information technology into the hospitality industry is also discussed. This programme also discusses the importance of leadership in the workplace and focuses on strategic decisions about business operations. The programme combines advanced business training with classes focused on common hospitality practices. Students will develop the management, marketing and accounting skills needed to oversee a hospitality or tourism organisation. Students will also be able to examine ways to ensure that guests and customers receive satisfactory service.

13. M.B.A. in Logistics & Supply Chain Management

Through the MBA in Logistics & Supply Chain Management programme, students will understand business logistics from the perspective of the integrated supply chain process. Logistics refers to all activities that move product and information to and from members of a supply chain. The supply chain provides the framework for bringing products from businesses to suppliers to customers efficiently. The M.B.A. in Logistics & Supply Chain Management programme aims to train and develop future leaders and managers in the fast-growing Logistics & Supply chain sector. A highly integrated programme where students will acquire knowledge and understanding of multiple facets of supply chain business including purchasing, materials management, supply-chain management, transportation, customs regulations, foreign exchange, international trade and information technology among various other aspects.

14. M.B.A. in Corporate Social Responsibility (C.S.R.)

The role of corporate social responsibility (CSR) on MBA programmes rapidly evolves 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.

15. M.B.A. in Innovation Management & Design Thinking

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 begin with the tactical exploration of activities involved in new product development, to the organisation and management issues associated with service and information systems innovation, and ending with the analysis of the strategic issues involved in appropriating the benefits of this innovation effort through business model 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 also involve the practical application of the frameworks, concepts and principle learnt to real case problems.

16. M.B.A. in Information Technology & Systems Management

If we look at the global MBA scenario, IT-related opportunities make up almost as much as 13 percent of business administrative jobs. An M.B.A. in Information Technology & Systems Management can make one eligible in handling administrative problems and tasks related to information technology. The scope of this arena is huge given the demand in this field created by the growing IT industry. This programme explores the technical and informational sides of technology, and how it is used to improve efficiency and increase value. The ethics of technology usage will be explored and cross-cultural implications will be examined. This programme also examines the consequences of change through case studies.



PROGRAMME STRUCTURE & REQUIREMENTS

In order to obtain the MBA degree (with specialisation), students need to complete 8 core modules + Action Research Paper in his/her chosen Specialisation Area. The 8 core modules are taught modules (with option to be accessed from wherever, particularly for those students who are not Thailand-based) and are assessed using Application-Oriented-Assignments (AOA). Each module is assessed through an AOA of 3,500 - 4,000 words. Note: Student will carry out an action research and produce a full report of his/her research and its findings in an area of specialisation (minimum 5,000-word long research report).



8 CORE MODULES

1. MGT510 – Managerial Accounting (7.5 ECTS)

This module examines the principles, techniques, and uses of accounting in the planning and control of business organisations from a management perspective. Identified are the budgetary process and related performance evaluation techniques, cost-volume-profit relationship, product costing methods, Just-In-Time (JIT) manufacturing, and Activity Based Costing (ABC). Related theory and application will also be reviewed.

2. MGT520 – Managing Business Strategy (7.5 ECTS)

This module includes a study of strategic planning including mission statement development, analysis of the external environment and internal organisational factors, development of strategic alternatives, selection of appropriate alternatives, implementation of strategies, and competitive strategies and dynamics. Special emphases is given to the integration and coordination of the functional areas within the enterprise. The case method will be used to provide practical experience in analysis and decision-making in the solution of business problems.

3. MGT530 – Human Capital Management (HRM) (7.5 ECTS)

This module prepares students to address the concepts of personnel development as managers. Students learn criteria for developing effective job analysis, appraisal systems, and appropriate career development plans for employees. Other topics include personnel selection, employee compensation, benefits, training, workplace diversity, discipline, employee rights, unions, and management behaviours.

4. MGT540 – Marketing Management (7.5 ECTS)

Marketing Management is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value. Marketing management seeks to meet organisational objectives by effectively satisfying customers in a dynamic environment. This module provides an overview of marketing processes and marketing principles, and provides students with the opportunity to apply the key concepts to practical business situations.

5. MGT550 – Managing Operations (7.5 ECTS)

Management of Productions / Operations – Introduces production and operations management, the business function responsible for creating goods and services. In recent years, the scope of production management has broadened considerably. Production concepts and techniques are



now being applied not only to manufacturing concerns but to a wide range of service industries. These include health care, food service, recreation, banking, hotel management, retail sales, education, transportation, and government. This course examines the design and control of systems needed for the efficient use of materials, human resources, and equipment. It also discusses allocation of financial resources, facilities, and information in the development of competitive products and services.

6. MGT560 – Leading Organisation (7.5 ECTS)

This module offers opportunity for senior-level managers to acquire expert insights, explore leadership & people management concepts, and examine actionable strategies for building the kind of leadership and people manager to enable employees to deliver their optimum performance. This module also aims to provide students with the ideas, frameworks, and tools required in creating an environment and culture in which individuals feel compelled to innovate and contribute to a transforming work environment. This module covers both the role of the effective leader and the impactful manager. The roles are different but connected and clarifying the differing approaches and capabilities in the two roles helps effectiveness and impact in both.

7. MGT570 – Financial Management (7.5 ECTS)

This module is specifically designed for individuals involved in Financial Planning, Accounting Records, Financial Monitoring, and Internal Control System. This module will ensure that the students prove to be an invaluable to their respective organisations, possessing important skills in the four areas mentioned above. The module will help them to manage multiple financial management responsibilities more effectively and efficiently.

8. MGT580 – Project Management (7.5 ECTS)

This hands-on module provides students with the fundamentals associated with project management. Students take a case study through the essentials of a four-phase project planning process, learn about the unique challenges at each stage and see how a project manager's mastery of essential knowledge increases the likelihood of project success. Advanced concepts in project management are introduced and include multi-project management, estimating and budget development, the Theory of Constraint Planning and Earned Value theories, communications planning, project control, earned value and integration management, risk management, time management, negotiation and conflict management, contracting and procurement planning.



ACTION RESEARCH PAPER

This requirement of the M.B.A. programme will enable the student to prepare a research paper that applies managerial concepts and research techniques to a significant organisational issue or problem, within the context of his/her chosen specialisation area. After completing the action research the student should be able to:

- Select, evaluate and apply critical management thinking to an organisational issue or problem.
- Critically evaluate the techniques and processes used to investigate an important organisational issue or problem.
- Synthesise information to arrive at a coherent conclusion.
- Critically evaluate the implications for the recommendations presented.
- Critically reflect on his or her development of knowledge, skills and techniques used during the preparation of the action research paper.

GRADING SCHEME

EIU-Paris follows European Credit Transfer and Accumulation System (ECTS academic credits scheme). The ECTS credit system makes degree programmes and student performance more transparent and comparable all across European Union countries.

Each M.B.A. programme consists of 8 core modules and an Action Research paper for the area of specialisation. Each of the 8 modules carry 7.5 ECTS ($7.5 \times 8 = 60$ ECTS) and the Action Research paper carries 30 ECTS making total ECTS for the M.B.A. Programme 90.

Pass:	
Higher Distinction	: 90-100%
Distinction	: 80-89%
First Division	: 70-79%
Second Division	: 60-69%
Satisfactory	: 50-59%
Fail:	
Unsatisfactory	: 49 % and below.



GRADE APPEAL PROCESS

If you have a grievance about a grade, you may formally appeal. The following are grounds for appeal: the application of non-academic criteria, such as the consideration of race, politics, religion, sex, or other criteria not directly reflective of performance related to course requirements; sexual harassment; or improper academic procedures that unfairly affect your grade.

The formal process must be initiated within one calendar year from the last day of the programme in which the final grade for the course was posted.

GRADUATION REQUIREMENTS

To receive a degree in the programme of study the student must achieve the following:

- Complete and successfully pass ALL the core modules, as well as the Action Research Paper as prescribed in the programme specification.
- Obtain a mark of 50% and above to satisfactorily pass each core module as well as the Action Research paper.
- Complete the full programme of study in minimum duration of 12 months, and maximum duration of up to 36 months. After 36 months duration from enrolment date, the student would need to reenroll for the entire programme, and pay full programme fee again.



WORKLOAD

We recommend an average of 10-12 hours study time per week for this programme.

DURATION

The full programme would take somewhere between 12 to 16 months to complete. It is imperative that students meet module assignment submission deadlines as indicated.

WITHDRAW FROM THE PROGRAMME

Once students register for a course, they are responsible for dropping any course they decide not to attend.

- Once you have enrolled into the programme and you wish to immediately pull out 50% of the tuition fee will be refunded.
- If you have already started the module and then decide to pull out, 25% of the tuition fee will be refunded.



DEGREE AWARDED

Upon successful completion of all the requirements of our higher education programmes, our learners would receive **NATIONALLY RECOGNISED** and **INTERNATIONALLY ACCREDITED** University qualifications.



EIU - PARIS ACCREDITATION

The European International University, EIU – Paris has gained Candidacy Accreditation by the Accreditation Service for International Schools, Colleges and Universities (ASIC), U.K.

ASIC, U.K. is an independent, government approved accreditation body specialising in the accreditation of schools, colleges, universities, training organisations and online and distance education providers,



both in the UK and overseas. ASIC is recognised by UKVI in UK, is a member of the CHEA International Quality Group (CIQG) in USA and is listed in their International Directory, is a member of the BQF (British Quality Foundation), an affiliate of ENQA (European Network for Quality Assurance) and is an institutional member of EDEN (European Distance and E-Learning Network).



ENTRY REQUIREMENTS

1. Recognised Bachelor Degree in any field.
2. Sufficient English language proficiency (IELTS 6.0 or its equivalent).
3. At least 3 years of working experience in the managerial position.

REQUIRED DOCUMENTS

Here is the list of documents required for the M.B.A. admissions:

- Education Certificates
- Latest CV / Résumé
- Personal Statement (500 words)
- Passport Copy
- Passport Size Photo (jpg format)
- 2-3 Reference Letters (past or current employer(s) or professors)

<https://eiu.ac/application-online/>

ACADEMIC SUPPORT COUNSELOR

Our dedicated academic counselors are ready to assist you, 24 hours, 7 days a week, with any questions you may have or any difficulties you may face while studying in our courses and/or programmes. For immediate assistance or inquiry regarding your academic concerns and issues, you could contact our academic counselors at counselor@pc.eiu.ac

www.eiu.ac

[EIU Paris City Campus](#)

Address: 59 Rue Lamarck, 75018 Paris, France | Tel: +33188320435 | Mobile/WhatsApp: +33607591197 | Email: paris@eiu.ac

[EIU Corporate Strategy & Operations Headquarter](#)

Address: 12th Fl. Amarin Tower, 496-502 Ploenchit Rd., Bangkok 10330, Thailand | Tel: +66(2)256923 & +66(2)2569908 |
Mobile/WhatsApp: +33607591197 | Email: info@eiu.ac