



Master of Business Administration (MBA)

European International University – Paris (EIU)



PROGRAMME OVERVIEW

Introduction to the MBA Programme at EIU

The Master of Business Administration (MBA) at European International University – Paris is an ACBSP-accredited graduate programme designed for ambitious professionals and emerging leaders seeking a flexible, high-quality, and practice-oriented business education.

The programme combines academic rigor with real-world relevance and is 100% online, self-paced, modular, with synchronous (weekly live-streamed lecture sessions) and asynchronous learning.

The program is accredited by the Accreditation Council for Business Schools and Programs (ACBSP), a recognized international accreditation body for business education.

ACBSP accreditation signifies that a programme meets rigorous global standards of academic quality, teaching excellence, curriculum relevance, and continuous improvement. Unlike content-only accreditation, ACBSP places strong emphasis on:

- Teaching quality and learning outcomes
- Student-centered education
- Practical, applied learning aligned with real-world business needs
- Ethical leadership and continuous institutional improvement

For students, ACBSP accreditation means that:

- Your degree is internationally recognized and quality-assured
- The curriculum is aligned with global business and management standards
- Your programme emphasizes practical relevance, critical thinking, and applied research
- Your qualification holds value for career advancement, leadership roles, and further academic pursuits

ACBSP is recognized by the Council for Higher Education Accreditation (CHEA) in the United States and accredits business programmes worldwide, ensuring that graduates are prepared to operate in global, multicultural, and professional environments.

Programme Structure and Duration

Introduction to the MBA Programme at EIU

The MBA programme can be completed in 12 to 18 months, depending on the student's pace of study and progression.

Credits and Module Structure

The programme consists of:



90 ECTS credits



9 modules in total



8 core modules (7.5 ECTS each)



1 Action Research Project (30 ECTS)

Programme Curriculum

MBA Modules and Core Curriculum

The MBA core curriculum includes the following eight modules:

- MGT510 – Managerial Accounting
- MGT520 – Managing Business Strategy
- MGT530 – Human Capital Management
- MGT540 – Marketing Management
- MGT550 – Managing Operations
- MGT560 – Leading Organisation
- MGT570 – Financial Management
- MGT580 – Project Management

These modules provide advanced knowledge across key functional areas of business and management.

The final module is MGT590 – Action Research Paper (Specialisation Area).

Teaching and Learning Format

Weekly Live-Streamed Lecturer Sessions

MBA students participate in weekly live-streamed lecturer sessions (2 hours per week). These sessions focus on:

-  Conceptual discussion
-  Application of theory to real-world business cases
-  Interactive learning and student engagement
-  Q&A and clarification of assignment expectations

Attendance is highly recommended but not mandatory. Recordings are provided for students who cannot attend at the scheduled time.

Assessment and Academic Integrity

Module Assessment and Application-Oriented Assignments

Each core MBA module is assessed through one Application-Oriented Assignment (AOA) of 3,500 to 4,000 words. These assignments are designed to:

- Assess practical understanding
- Encourage critical thinking
- Apply theory to real-world organizational contexts

Each assignment is assessed using a grading rubric that evaluates the following components:

- Clarity and quality of the introduction
- Coherence and development of the main body
- Strength and relevance of the conclusion
- Word choice, grammar, and academic writing style
- Accuracy and appropriateness of references

Oral Defense

To ensure academic integrity, students are required to attend a brief virtual oral defense for each submitted assignment. During the oral defense, students:

- Present and explain their work
- Demonstrate understanding of key concepts
- Respond to questions related to their submission

The Action Research Project

The final module, MGT590 – Action Research Project (30 ECTS), is a research-based project with a minimum length of 5,000 words.

The project allows students to:

- Investigate a real-world business problem
- Apply research methods and managerial concepts
- Develop evidence-based solutions

Academic Integrity, Plagiarism, and Use of Artificial Intelligence

EU is committed to upholding the highest standards of academic honesty, integrity, and intellectual rigor. In response to growing concerns regarding the use of Artificial Intelligence (AI) in academic work, the University has integrated AI content detection technology into its plagiarism-checking system.

An assignment is classified as AI-generated if it has been primarily composed or substantially influenced by an AI program, tool, or algorithm, with minimal intellectual input, authorship, or oversight from the student.

To maintain academic integrity:

-  The maximum permitted similarity index for plagiarism is 25%.
-  The maximum permitted threshold for AI-generated content is also 25%.

If either plagiarism or AI-generated content exceeds the 25% threshold:

-  The assignment will not be accepted in its current form.
-  The student will be required to resubmit the assignment.
-  A resubmission fee will apply, in accordance with University policy.

This policy is effective immediately and applies to all academic programs. It reflects EIU's commitment to protecting the academic value, credibility, and international recognition of its degrees.

Students are encouraged to use AI tools, if at all, only as a support for brainstorming or language refinement, and not as a substitute for original thinking, analysis, and academic writing.

MBA Specialization Through the Action Research Project

The MBA specialization is determined by the focus of the Action Research Project.

For example:

-  A project on digital business trends → MBA in Digital Transformation
-  A project on people strategy and leadership → MBA in Leadership

The final degree title reflects the applied research focus of the Action Research Project.

Learning Management System (LMS)

TalentLMS and Digital Learning Environment

The MBA programme is delivered through TalentLMS, a modern learning management system that provides:

- Interactive learning content
- Progress tracking
- Assignment submission portals
- Downloadable academic resources
- Feedback and communication tools

Accessing and Using the LMS

Students will receive a step-by-step LMS registration and usage guide explaining how to:

- Access TalentLMS
- Enroll in modules
- Submit assignments
- Access feedback and announcements

Communication and Student Support

Academic Queries and Student Support Channels

All academic and programme-related queries should be:

- ▶ Raised in the designated student support group, or
- ▶ Directed privately to the assigned academic contact if the student prefers

This ensures clarity, consistency, and timely support.

Learning Outcomes

Skills and Competencies Gained Upon Graduation

Graduates of the ACBSP-accredited MBA programme will be able to:

-  Demonstrate advanced knowledge across core business disciplines
-  Apply strategic thinking to complex real-world business challenges
-  Lead diverse teams and organizations in global contexts
-  Communicate and negotiate effectively across cultures



Integrate ethical, sustainable, and innovation-driven approaches into decision-making



Specialize in a focused domain through applied research

Final Notes

Academic Contact and Programme Guidance

Students should contact their designated academic lead or programme coordinator through official communication channels. Early clarification is strongly encouraged.

Document Status

This constitutes official programme guidance for MBA students at European International University – Paris. Updates or revisions will be communicated formally.