



EIMT
EUROPEAN INSTITUTE OF MANAGEMENT & TECHNOLOGY

Master of Business Administration (MBA)

Duration: 18 months | **Mode:** Online Programme | **Credits:** 90 ECTS

About Programme

The 18-month Online MBA from the European Institute of Management and Technology (EIMT) is designed for ambitious professionals looking to accelerate their careers in today's fast-evolving global business landscape.

Delivered through a flexible, fully online learning experience, the programme enables you to upskill without putting your career on hold. It combines academic excellence with real-world relevance, equipping you with advanced business knowledge, strategic thinking, and data-driven decision-making skills.

With a strong focus on leadership, innovation, and global business strategy, the curriculum is crafted in collaboration with industry experts to ensure practical applicability. You'll gain exposure to international business perspectives while learning from experienced faculty and engaging with a diverse global peer network.



EIMT

Accreditations



European Association of Institutions in Higher Education (EURASHE)

EIMT is a full EURASHE member, shaping European Professional Higher Education.



Accreditation Council for Business Schools and Programs (ACBSP)

EIMT holds ACBSP Candidacy Status, ensuring globally recognized academic excellence.



Quality Assurance in Higher Education (QAHE)

EIMT is fully QAHE-accredited, ensuring global academic and ethical standards.

AQS

CERTIFICATIONS

AQS QAHE- ISO/IEC 40180:2017
EIMT is ISO/IEC 40180:2017 certified for excellence in e-learning and education.



United States Distance Learning Association (USDLA)

EIMT is a USDLA member, supporting global distance learning initiatives.



ATHEA

EIMT is an Institutional Member of ATHEA, upholding Global quality standards..

Programme Highlights

18-Month Online Programme



A globally relevant MBA delivered in a streamlined 18-month format. Designed to balance academic rigour with practical application, it enables you to build advanced management capabilities while continuing your professional journey.

Specially Designed for Working Professionals



Tailored for full-time professionals, the programme offers a flexible, fully online learning experience with a strong emphasis on real-world application - enabling you to apply concepts directly within your role.

International Networking Opportunities



Engage with a diverse global network of peers, faculty, and alumni. Gain cross-cultural perspectives and build meaningful professional connections across geographies.

Highly Qualified, Industry-Experienced Faculty



Learn from accomplished faculty with strong academic and industry backgrounds. Benefit from real-world insights, case-led learning, and practical business frameworks.

Programme Highlights

Focused & Industry-Relevant Curriculum



A rigorous, outcome - driven curriculum covering core domains such as strategy, leadership, finance, and marketing, aligned with evolving industry demands.

Holistic & Strategic Business Understanding



Develop a comprehensive understanding of business operations and strategy, enabling you to analyse complex challenges and make high-impact decisions.

Stay Ahead with Latest Business Trends



Gain insights into global market dynamics, digital transformation, and innovation, equipping you to lead with agility in a rapidly evolving business environment.

Introductory Launch Fee Advantage



Benefit from special launch pricing, making this globally relevant MBA more accessible, with additional value on upfront payment options.

Complimentary Certification in Generative AI for Business

Gain 30-day access to a self-paced course on Generative AI, covering prompt writing and real-world applications across marketing, operations, HR, finance, and strategy. Earn a certification from Edureka upon completion.

Programme Goals & Objectives



Develop Strategic Leadership:

- Prepare for leadership roles in global, dynamic markets
- Build skills to lead teams and drive strategic growth



Cultivate Entrepreneurial and Innovative Thinking:

- Encourage creative, innovation-led thinking
- Enable value creation and entrepreneurial mindset



Enhance Problem-Solving and Decision-Making:

- Strengthen analytical and critical thinking skills
- Make informed, data-driven business decisions



Promote Ethical Leadership and Responsibility:

- Instil ethical decision-making and accountability
- Lead with integrity and responsible business practices



Build Global Business Acumen:

- Understand global trends and business environments
- Navigate international markets and cross-cultural dynamics



Programme Eligibility

Academic Qualification:

- You are required to hold at minimum a recognised Bachelor's degree or EQF Level 6 full qualification with a minimum overall score of 55% (GPA 2.0 on a 4.0 - point scale) or higher.
- Applicants from any academic discipline are welcome to apply, provided they can demonstrate strong motivation and potential for business leadership.

English Language Proficiency:

- EIMT's online MBA degree programs are conducted in the English language.
- Proficiency in English, demonstrated through TOEFL, IELTS, or equivalent scores if the applicant's first language is not English.

Programme Fees

Total Tuition Fee (In CHF) ~~12,000~~

Limited Time Discounted Introductory Fee on Upfront Payment*

USD 3000

The above fee is applicable only for upfront payments and until the offer lasts*

Call +91- 813 003 8548 to know more about attractive financing options as well as limited time upfront payment discounts on the Programme Fee that you may be eligible for!

Payment Option

- **Step 1:** Make an initial down payment of USD 200 to reserve your seat.
- **Step 2:** Upon selection into the programme, make an upfront balance payment of the discounted programme fee and avail the limited-time introductory offer.

Curriculum & Structure

The MBA program consists of 8 modules. It is mandatory to submit a final project/thesis or business plan. Most courses are worth 10 credits and are assessed by exam, assignment, or a combination of the two. 90 ECTS credits are awarded to students who obtain a Master of Business Administration (MBA).

Strategic Human Resource Management

The Strategic Human Resource Management (HRM) module equips MBA students with essential skills to strategically manage human capital. It covers key HR functions such as recruitment, training, performance management, and employee relations, emphasizing the alignment of HR practices with organisational objectives to enhance overall business performance.

Consumer Behaviour & Market Communications

The Strategic Human Resource Management (HRM) module equips MBA students with essential skills to This module aims to develop learners' understanding of a theoretical and practical understanding of processes and factors that influence the consumer behaviour of individuals and organisations. By learning about how consumers make decisions, what motivates them, and how contexts and practices influence consumption, you will be able to strategically apply these insights to the creation of customer value and learn how to critique and challenge current marketing practices and consumer communications. The learners will be able to evaluate how consumer research has been undertaken and develop their intellectual and analytical capabilities vis-à-vis interpreting cultural and societal trends, parallel to psychological consumer processes, to inform marketing decision-making functions such as recruitment, training, performance management, and employee relations, emphasizing the alignment of HR practices with organisational objectives to enhance overall business performance.

Entrepreneurship and Innovation

The Entrepreneurship and Innovation module introduces learners to the fundamental business processes and strategies associated with enterprise creation and entrepreneurial ventures. It explores entrepreneurship in both local and global contexts, fostering an understanding of how businesses can innovate to maintain competitiveness in rapidly changing environments. Additionally, the module emphasises the significance of entrepreneurship-related financial markets, providing students with insights into financial instruments, funding opportunities, venture capital, and the role of financial markets in supporting entrepreneurial growth. This holistic approach ensures that students not only grasp the operational and strategic aspects of entrepreneurship but also understand the critical financial mechanisms that underpin successful ventures.

Strategic Leadership and Management

The Strategic Leadership and Management module equips students with advanced skills and knowledge to lead organisations effectively in a dynamic and competitive environment. This module covers key concepts and practices related to strategic leadership, including vision development, strategic planning, and decision-making. Students will explore various leadership styles and their impact on organisational performance, as well as methods for driving change and fostering innovation. Through case studies, interactive discussions, and practical exercises, students will gain insights into strategic management frameworks and their application in real-world scenarios. The module emphasises developing critical thinking and leadership capabilities to manage complex organisational challenges and drive sustainable success.

Supply Chain Planning, Modelling and Analytics

The Module aims to provide learners with in-depth knowledge about planning processes across all key aspects of supply chain management. The relevance of each of the planning processes, the associated information requirements, and modelling and analytic techniques are covered.

Business Research Project

The Business Research Project module is designed to provide MBA students with the opportunity to apply theoretical knowledge and analytical skills to a real-world business problem. This module emphasises the development of advanced research skills and the application of statistical analysis to guide decision-making in complex business environments. Through this project, students will deepen their understanding of research methodologies, data analysis techniques, and how these can be used to solve business challenges.

Contemporary Issues and Principles of Marketing

The aim of this module is to develop learners' understanding of to evaluate the potential impact of emerging contemporary marketing challenges and apply strategic thinking to develop future marketing using marketing principles in different contexts. The learner will also learn marketing concepts and theory in a range of contemporary settings from entrepreneurial start-ups, industrial manufacturers and global brands, to develop an actionable marketing plan.

Accounting & Financial Management

This module aims to enable learners to gain comprehensive understanding about the role of research in solving business problems and develop capabilities to critically evaluate existing bodies of knowledge to put forward a case for further research.



Certificate

Each student will receive their certificate by email, and we can send the paper certificate by postal mail.

Serial No.: 0XXXXXXXXXX

Enrolment No.: EXXXXXXXXXX



EIMT
EUROPEAN INSTITUTE OF MANAGEMENT & TECHNOLOGY

**The Senate of
European Institute of Management and Technology**

by virtue of the authority vested in it by law and on
recommendation of the academic council, has conferred on

John D. Sample

who has fulfilled all the requirements therefore, the degree of

Master of Business Administration(MBA)

with all the associated rights, honours, privileges as well as
the obligations and responsibilities. In witness whereof, the seal of the
Institute and the signature of the Institute's Rector are affixed.

Issued at Zug, Switzerland, on this XXth Day of Xxxx 20XX



Delivered on: XXth Xxxx, 20XX

RECTOR

Programme Outcomes



Strategic Leadership & Decision-Making

Lead organisations with strong strategic thinking and effective decision-making.



Advanced Business Acumen

Analyse complex business scenarios and develop outcome-driven solutions.



Global Business Perspective

Navigate international markets with a strong understanding of global trends and cultural dynamics.



Ethical & Responsible Leadership

Make informed decisions with a focus on ethics, sustainability, and social responsibility.



Innovation & Entrepreneurship

Drive innovation, manage change, and build value through entrepreneurial thinking.



Effective Communication & Collaboration

Communicate with clarity and collaborate effectively across diverse teams.



Research & Analytical Skills

Apply data-driven insights and research to solve business challenges and improve outcomes.

Career Prospects

> Management Consultant

Role: Advise companies on business strategy, operational improvements, and organisational change.

> Financial Analyst/Manager

Role: Analyse financial data, prepare reports, and provide investment advice.

> Human Resources Manager

Role: Manage recruitment, employee relations, and organisational development.

> Entrepreneur/Business Owner

Role: Start and manage your own business, applying online MBA insights to drive growth.

> Business Development Manager

Role: Manage the lifecycle of a product from development to market launch.

> Marketing Manager

Role: Develop and implement marketing strategies to promote products and services.

> Operations Manager

Role: Oversee daily operations, improve processes, and manage resources efficiently.

> Project Manager

Role: Lead projects from planning to execution, ensuring goals are met on time and within budget.

> Product Manager

Role: Manage the lifecycle of a product from development to market launch.

> Supply Chain Manager

Role: Oversee supply chain operations, from sourcing to distribution.

Why Choose EIMT ?



Industry-Relevant Curriculum

Focused, practical curriculum with an individualised project component.



Industry-Experienced Faculty

Learn from seasoned professionals with global expertise.



100% Online Learning

Flexible, fully online program for working professionals.



Practitioner-Based Project/Dissertation

Start your final project early-no extra time required for completion.



No GMAT/GRE

You do not need to take the GMAT or GREs only if you wish to be considered for scholarships.



Application Knowledge

Programs allow you to apply academic theories and put them into practice.



Structured Learning Path

Sequential courses designed to build knowledge progressively.



Fast-Track Completion

Complete the program in approximately 18 months.



Transfer Credit

You may be eligible to transfer up to a specified number of credits from prior graduate-level coursework, subject to review and approval.



No Residency Requirement

Study from anywhere with no on-campus commitments



About **European Institute of Management & Technology (EIMT)**

The European Institute of Management & Technology (EIMT) is a forward-thinking institution committed to redefining global education through innovation, accessibility, and academic excellence.

With a strong presence across international campuses in France and Switzerland, along with a robust online learning ecosystem, EIMT enables learners worldwide to access high-quality education without boundaries. The institution offers a wide range of programs including Bachelor's, Master's, Doctoral, and professional certifications across diverse disciplines.

At EIMT, learning goes beyond traditional academics. The curriculum is designed to foster critical thinking, leadership, and innovation, equipping students with the skills required to thrive in today's dynamic global industries. Through a multidisciplinary approach and industry-relevant learning, students gain both theoretical knowledge and practical expertise.

Driven by the vision of creating future-ready leaders, EIMT empowers learners to shape their own career paths, develop specialized expertise, and succeed in an increasingly complex and competitive world.

Accreditations:

Accredited by major accrediting bodies.

International Students:

From 20+ Countries

Alumni Network:

A strong network of 1000+ alumni worldwide.





EIMT
EUROPEAN INSTITUTE OF MANAGEMENT & TECHNOLOGY

Admission Partner

Veranda higherEd

An *SNVA Veranda* Enterprise

Contact details:



+91- 813 003 8548



www.eimt.edu.eu



admissions@verandahighered.com

