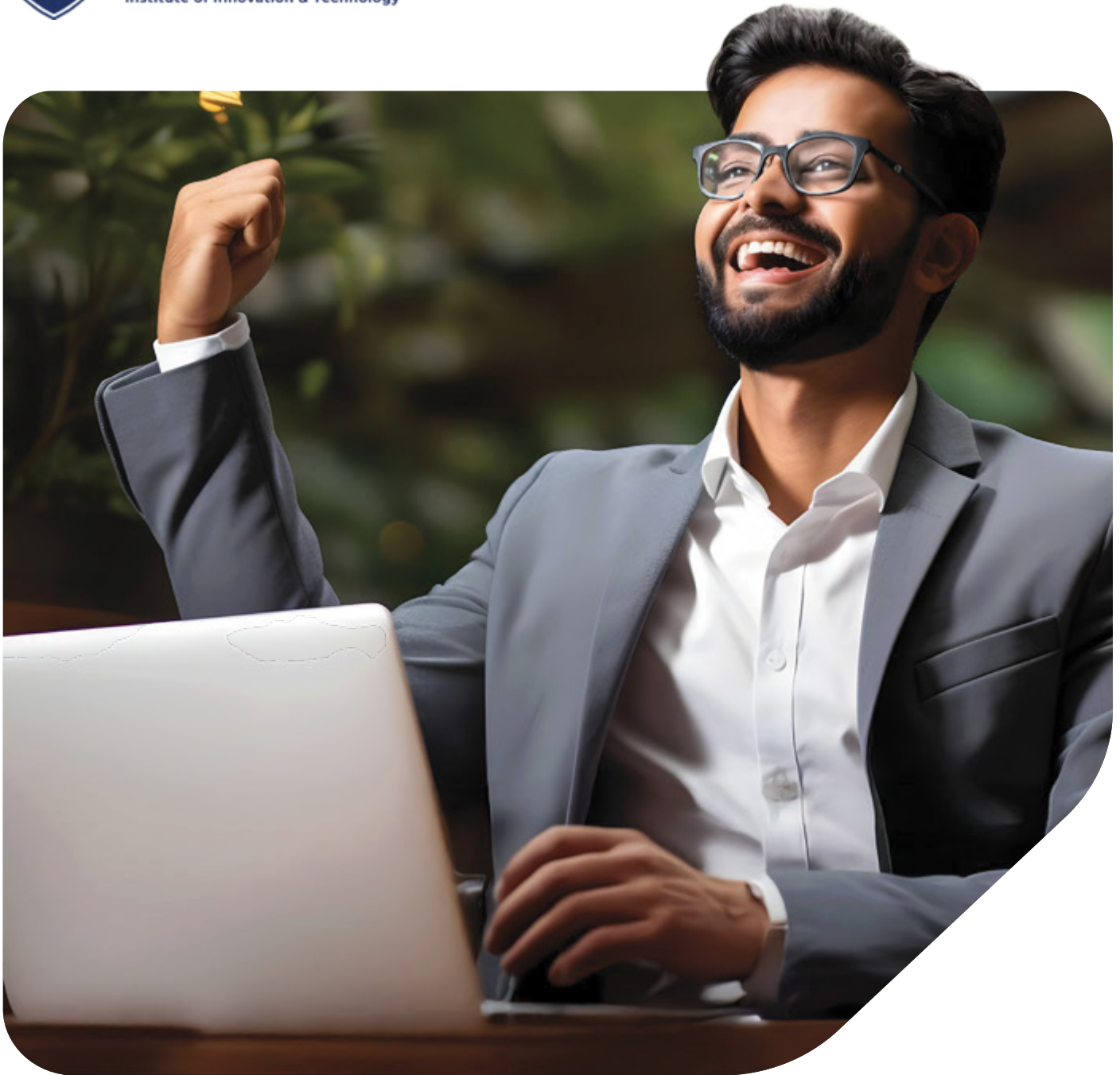




**EUROPEAN
GLOBAL**

Institute of Innovation & Technology



Master of Business Administration

Evidence-based learning for Leaders!



Duration
18 months



Mode
Online



Credit Hours:
90 ECTS Credits

Programme Accreditations

Master of Business Administration (MBA) is a 90 ECTS, European Qualifications Framework (EQF) full-degree Level 7 programme. This programme is fully accredited by Council for Higher Education Development, USA and is under pending approval by Malta Further & Higher Education Authority (MFHEA).



Key information



Weekly Hours:
15-40 Hours per week



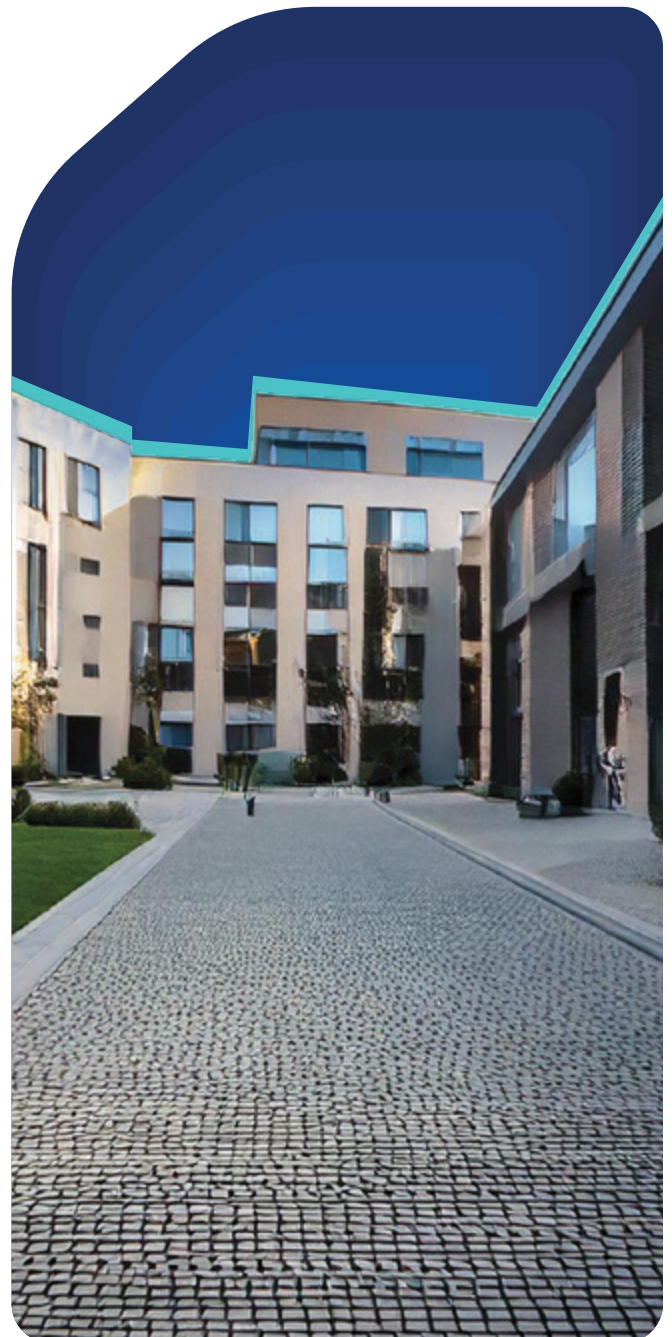
Teaching:
Asynchronous,
Live MasterCamps



Accreditation:
Accredited

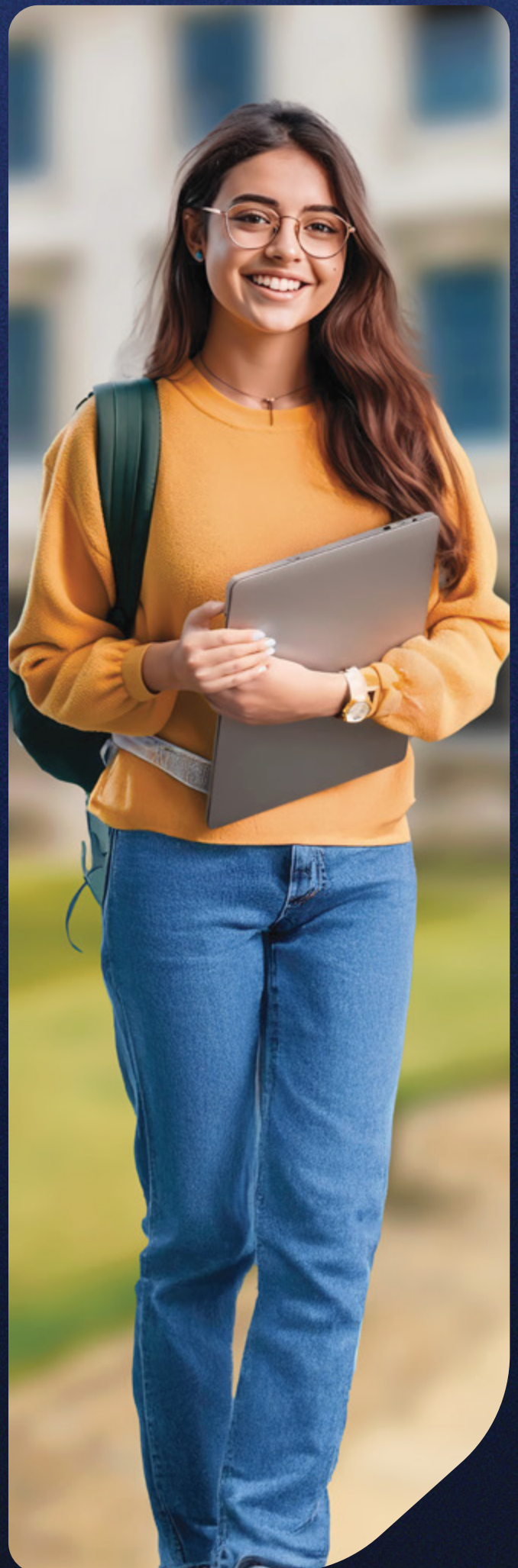


Language:
English



There are **10 areas Pathways** / areas of specialization available for **EU Global MBA** listed as follows:

- **Pathway 1**
MBA in Tourism and Hospitality Management
- **Pathway 2**
MBA in Strategic Human Resource Management
- **Pathway 3**
MBA in Environment, Energy and Sustainability Management
- **Pathway 4**
MBA in Strategic Digital Marketing
- **Pathway 5**
MBA in Accounting and Finance
- **Pathway 6**
MBA in Operations and Supply Chain Management
- **Pathway 7**
MBA in Technology Leadership
- **Pathway 8**
MBA in Health Economics and Healthcare Management
- **Pathway 9**
MBA in International Business
- **Pathway 10**
MBA in General Management



About the Programme

Technological advancements are progressing at an exponential pace, driving widespread transformations that impact corporations, economies, and society. For example, Netflix took 3.5 years to reach 1 million users, Facebook achieved it in 10 months, Spotify in 5 months, and ChatGPT in just 5 days. While productivity levels continue to rise, earnings for half of the workforce have stagnated since 1999. This highlights the importance of adapting internal strategies swiftly and innovatively to align with external changes.

The Master of Business Administration programme at EU Global is designed to equip you with the skills needed to adapt strategies, mobilize resources, and maintain a competitive edge in a rapidly evolving environment. As emphasized by Harvard Business Review, strategic leadership involves anticipating future changes in the external landscape, analyzing competitive dynamics, and proactively adjusting internal strategies to stay ahead.



Learning Outcomes

The learner will be able to achieve:

A. Competencies

After the end of the programme, the learners will be able to:

PA1

Think critically and creatively: manage creative processes in yours and your teams' work; organise thought, analysis, synthesis and critical appraisal; including to identify assumptions, evaluate statements in terms of evidence, detect false logic or reasoning, identify implicit values, define terms adequately and generalise appropriately.

PA2

Tackle situations by establishing criteria, formulating potential courses of action, implementing and controlling selected courses of action, evaluating results, and reviewing processes.

PA3

Exercise and develop relevant personal and interactive skills.

PA4

Engage in lifelong learning through reflection on practice and experience

PA5

Set targets, motivate, monitor performance, coach and mentor, in order to continuously improve the people, activities, operations and units being managed.

PA6

Recognise situations in which unusual ethical matters arise; and apply ethical, societal and organisational values to situations and choices.

PA7

Conduct relevant research into business and management issues and explore different frameworks of analysis.

Note

PA1-4 will be required to achieve the diploma exit, PA1-7 will be required for a complete Master's degree.



Learning Outcomes

The learner will be able to achieve:

B. Knowledge

After the end of the programme, the learners will be able to:

PB1

Understand the impact of contextual forces on organisations including legal systems; ethical, economic, environmental, social and technological change issues; international developments; corporate governance and the contemporary business and management functions.

PB2

Acquire knowledge about markets and customers; the development and operation of markets for resources, goods and services; expectations of customers and equivalent stakeholders, service and orientation.

PB3

Define the concepts, processes and institutions in the production and marketing of goods and/or services; the management of resources and operations.

PB4

Describe the financing of the business enterprise or other forms of organisations: sources, uses and management of finance; use of accounting for managerial and financial reporting applications.

PB5

Describe the ideal methods of management

and development of people within organisations: organisational theory, behaviour, industrial/employee relations, human resource management, change management.

PB6

Employs specialised or multidisciplinary theoretical and practical knowledge some of which is at the forefront of a field of study.

PB7

Comprehend the appropriate business policies and strategies within a changing context to meet stakeholder interests

PB8

Employ research, and innovative techniques to solve business problems and forthcoming business plans considering the impact on society and on overall stakeholders wellness.

PB9

Develop and implement appropriate business policies and strategies within a changing context to meet stakeholder interests.

Note

PB1-7 will be required to achieve the diploma exit, PB1-9 will be required for a complete Masters degree.

Learning Outcomes

The learner will be able to achieve:

C. SKILLS

After the end of the programme, the learners will be able to:

PC1

Scan and organise data, abstracting meaning from information and sharing knowledge

reports; including listening to, negotiating with and persuading and influencing others.

PC2

Perform everyday statistical skills in relation to quantitative data, including using models of business situations; exercise basic qualitative research skills

PC5

Exercise self-awareness and self-management, perform time management; exercise sensitivity to diversity in people and different situations; and continue learning and reflection in your workplace.

PC3

Proficiently use communication and information technology, including word-processing and spreadsheet software, messaging and conferencing, and the internet

PC6

Perform effectively within a team environment and recognise and utilise other people's contributions in the processes; perform team selection, delegation, development and management.

PC4

Communicate effectively, orally and in writing, using a range of media, including preparing and appraising business

Note

PC1-4 will be required to achieve the diploma exit, PB1-6 will be required for a complete Masters degree.

Highlights



Internationally Recognized Masters Degree

Many global companies prioritize degrees that are recognized across borders and meet globally accepted educational standards. An internationally recognized Master's degree helps broaden one's perspective, increases adaptability, provides access to a broad professional network and improves employability and career progression opportunities.



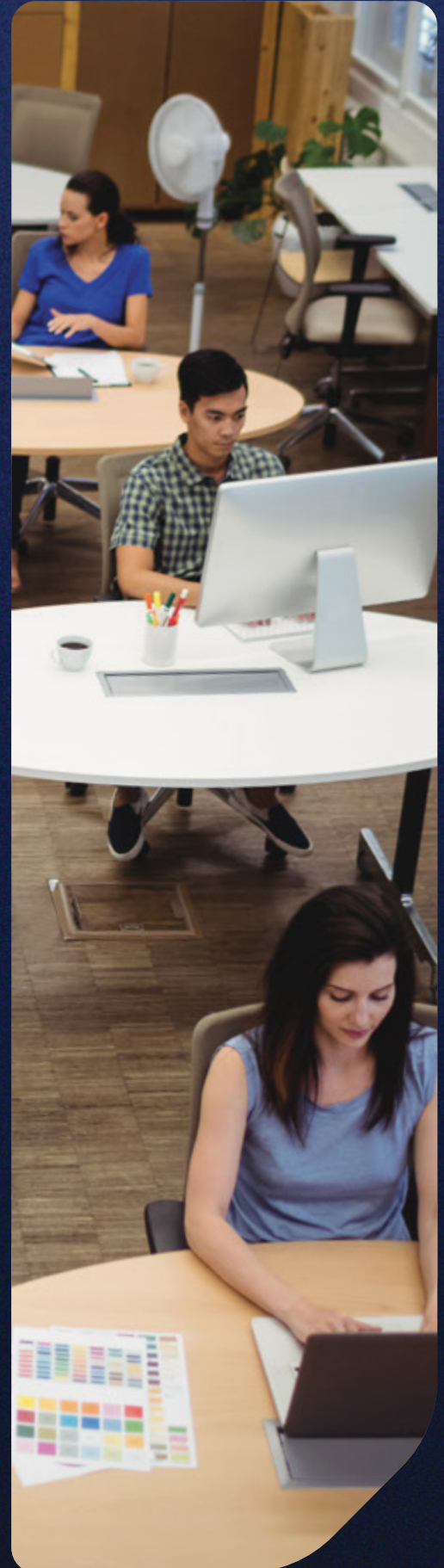
Alumni Status of an International Business School

Upon successful completion of the programme, get awarded with an authentic MBA degree and gain the same Alumni status as EU Global's regular on campus students.



Specialize in Your Chosen Area of Expertise

Candidates have the flexibility to specialize in a domain of choice by choosing to complete Pathway courses in that area. As a part of the MBA programme, candidates can choose from 9 pathways including Energy & Sustainability, Finance, Healthcare, International Business, Operations & SCM, Digital Marketing, Strategic HRM, Technology Leadership and Tourism & Hospitality.



Highlights



Interim Exit Qualification

EU Global's strategic accreditation allows every learner to earn ECTS credits for every module completed successfully. Student choosing to exit upon achievement of 30 ECTS especially of a specific Pathway can earn a Post graduate Certificate in that Pathway. Similarly, a Post Graduate Diploma in a given Pathway is available on achievement of 60 ECTS.



Evidence Based Learning

EU Global's unique teaching Andragogy of evidence-based learning through Research Residency, Entrepreneurship Residency, Professional Coaching, Academic Coaching and 1:1 Project Mentors allows learners to practice, recommend and reflect for continuous professional growth.



Practical and Experiential Learning

Gain hands-on practical exposure through experiential learning imparted using case studies, simulations, research activities, role plays, presentations and a Capstone Consulting Project.



Curriculum

EU Global follows a few unique concepts for teaching its MBA students. These are:

Evidence-based Management

Reflective writing

Research and Academic Coaching

Professional Coaching

EU Global Master of Business Administration begins with Period 0 where the basics are taught that helps to make of the entire tenure of studies. Post the foundation, the learners study in modular manner to study and research on one module at one time.

Candidates are expected to complete 10 modules of Core Courses (30 ECTS) followed by 5 courses in the any one Pathway of choice (30 ECTS) and conclude with the 3 modules on Research and Innovation (30 ECTS).



Curriculum

Core Courses: Holistic Management Perspective (30 ECTS)

| Module/Unit Title | Compulsory/Pathway | ECTS |
|---|--------------------|------|
| Module 0: Induction & Study Skills Residency | Compulsory | 3 |
| Module 1: Management and Organisational Dynamics | Compulsory | 3 |
| Module 2: Managing Financial Resources and Performance | Compulsory | 3 |
| Module 3: Strategic and Digital Marketing | Compulsory | 3 |
| Module 4: Project and Operations management | Compulsory | 3 |
| Module 5: Financial Markets & Valuation | Compulsory | 3 |
| Module 6: Strategic Decision Making: Dealing with Business Complexity | Compulsory | 3 |
| Module 7: Economics for decision-making | Compulsory | 3 |
| Module 8: Ethical Leadership and Governance | Compulsory | 3 |
| Module 9: Corporate Sustainability and Leadership | Compulsory | 3 |
| Module 10: Business Communication for Competitive Advantage | Compulsory | 3 |

Pathway 1 Courses: Accounting and Finance (30 ECTS)

| Module/Unit Title | Compulsory/Pathway | ECTS |
|--|--------------------|------|
| Module 11: Investment Analysis | Pathway 1 | 6 |
| Module 12: Corporate Reporting | Pathway 1 | 6 |
| Module 13: Derivatives and Financial Risk Management | Pathway 1 | 6 |
| Module 14: Fintech & Financial Analytics | Pathway 1 | 6 |
| Module 15: Strategic Audit | Pathway 1 | 6 |

Pathway 2 Courses: Environment, Energy & Sustainability Management (30 ECTS)

| Module/Unit Title | Compulsory/Pathway | ECTS |
|--|--------------------|------|
| Module 11: Fundamentals of Sustainability | Pathway 2 | 6 |
| Module 12: Environmental Science and Energy Transition | Pathway 2 | 6 |
| Module 13: Environmental Management in Organisations | Pathway 2 | 6 |
| Module 14: Advanced Principles of Net Zero | Pathway 2 | 6 |
| Module 15: Government and Environmental Policy | Pathway 2 | 6 |

Curriculum

Pathway 3 Courses: Health Economics & Healthcare Management (30 ECTS)

| Module/Unit Title | Compulsory/Pathway | ECTS |
|---|--------------------|------|
| Module 11: Health Economic and Business Decision Techniques | Pathway 3 | 6 |
| Module 12: Strategic Healthcare Management and Policies | Pathway 3 | 6 |
| Module 13: Leading Change and Quality Improvement in Healthcare | Pathway 3 | 6 |
| Module 14: Big Data, AI & ML in Healthcare | Pathway 3 | 6 |
| Module 15: Digitalisation in Healthcare | Pathway 3 | 6 |

Pathway 4 Courses: International Business (30 ECTS)

| Module/Unit Title | Compulsory/Pathway | ECTS |
|---|--------------------|------|
| Module 11: International Business Policy | Pathway 4 | 6 |
| Module 12: International Marketing | Pathway 4 | 6 |
| Module 13: International Finance | Pathway 4 | 6 |
| Module 14: International Organisations & Strategy | Pathway 4 | 6 |
| Module 15: Global Business Management | Pathway 4 | 6 |

Pathway 5 Courses: Operations And Supply Chain Management (30 ECTS)

| Module/Unit Title | Compulsory/Pathway | ECTS |
|---|--------------------|------|
| Module 11: Logistics Management | Pathway 5 | 6 |
| Module 12: Supply Chain Planning, Modelling and Analytics | Pathway 5 | 6 |
| Module 13: Procurement and Supply Chain Management | Pathway 5 | 6 |
| Module 14: Supply Chain and Operations Strategy | Pathway 5 | 6 |
| Module 15: Sustainable Operations Management | Pathway 5 | 6 |

Curriculum

Pathway 6 Courses: Strategic Digital Marketing (30 ECTS)

| Module/Unit Title | Compulsory/Pathway | ECTS |
|---|--------------------|------|
| Module 11: Consumer Behaviour and Market Communications | Pathway 6 | 6 |
| Module 12: Digital and Social Media Marketing | Pathway 6 | 6 |
| Module 13: Digital Customer Experience | Pathway 6 | 6 |
| Module 14: Strategic Brand Management | Pathway 6 | 6 |
| Module 15: Digital Marketing Analytics | Pathway 6 | 6 |

Pathway 7 Courses: Strategic Human Resource Management (30 ECTS)

| Module/Unit Title | Compulsory/Pathway | ECTS |
|--|--------------------|------|
| Module 11: Learning Organisational & Employee Engagement | Pathway 7 | 6 |
| Module 12: Leadership Development and Performance Management | Pathway 7 | 6 |
| Module 13: Global Resourcing, Talent and Reward Management | Pathway 7 | 6 |
| Module 14: Managing Employment Relations and Employment Law | Pathway 7 | 6 |
| Module 15: Strategic Human Resource Learning & Development | Pathway 7 | 6 |

Pathway 8 Courses: Technology Leadership (30 ECTS)

| Module/Unit Title | Compulsory/Pathway | ECTS |
|--|--------------------|------|
| Module 11: Emerging Technologies for Business Landscape | Pathway 8 | 6 |
| Module 12: Business Analytics Foundation using R/ Excel | Pathway 8 | 6 |
| Module 13: Predictive Analytics and Data Modelling | Pathway 8 | 6 |
| Module 14: Data visualisation, Dashboards & Storytelling | Pathway 8 | 6 |
| Module 15: Information & Cyber Security | Pathway 8 | 6 |

Curriculum

Pathway 9 Courses: Tourism and Hospitality Management (30 ECTS)

| Module/Unit Title | Compulsory/Pathway | ECTS |
|---|--------------------|------|
| Module 11: Destination Management | Pathway 8 | 6 |
| Module 12: International Tourism Policy and Development | Pathway 8 | 6 |
| Module 13: Digital Tourism and Hospitality | Pathway 8 | 6 |
| Module 14: Organisational Behaviour in International Contexts | Pathway 8 | 6 |
| Module 15: Pricing and Revenue Management | Pathway 8 | 6 |

Research & Innovation Modules (30 ECTS)

| Module/Unit Title | Compulsory/Pathway | ECTS |
|--|--------------------|------|
| Module 16: Innovation Management & Design Thinking for Entrepreneurs | Compulsory | 6 |
| Module 17: Data-Driven Research and Analytical Insights | Compulsory | 6 |
| Module 18: Capstone Consulting Project | Compulsory | 18 |



Eligibility

Scanned copies of the following documents are required to be submitted to be eligible to enrol

- Bachelor's academic transcript and degree certificate in any discipline OR equivalent completion of Level 6 qualification with at least 180 ECTS.
- English Proficiency - Medium of instruction during school and graduation or work experience should be English OR IELTS score of 6 or equivalent.
- 200-300 words Statement of Purpose/Motivational Letter.
- Scan of passport size photograph.



Andragogy

To promote learning in accordance with the desired levels of the further higher education framework, EU Global uses modern teaching aids to facilitate learning such as flipped classrooms where learners are provided content access to pre-read to allow better understanding and promote engaging discussions on application of the concept.

Active learning strategies are adopted to ensure development of cognition of learners so that they develop analytical, critical thinking and creative skills.

The following are key teaching aids employed within our didactic model:

1. Personality Test

The goal of the MBTI is to allow respondents to further explore and understand their own personalities including their likes, dislikes, strengths, weaknesses, possible career preferences, and compatibility with other people. This survey is conducted via Truity (<https://www.truity.com/>) for all our new admissions. This reflatory exercise helps the mentors and students set the expectations and targets for self-development for the further academic duration of study.

2. Learning Resources

A. Case Studies

Case studies from Harvard and other sources, and caselets like daily business news set the base for almost every course. Case studies help in review of real-life scenarios and the way a conceptual framework is related to real-life scenarios to provide solutions and recommendations.

B. Simulations

A simulation helps students imitate the real-life scenario, and to take probabilistic decisions to witness the results in terms of efficiency of the decision.

C. Research papers

Literature and conclusions derived from research papers is a very important source of learning from other scholars. These provide wider perspective and apprise of what have been already researched in the field of study.

D. Books

Books are an essential source of study to learn concepts in a systematic manner and to practice exercises.

E. Audio-video learning

Audio-video learning has been considered as one of the imperative tools that suits well with varied learning personalities. It includes podcasts, videos from Professors, documentaries from BBC, etc.

F. Research Projects

Seminars aim to thoughtfully design research activities such as surveys, etc so that students can learn primary research to investigate a business problem.

G. Miscellaneous activities

We promote innovation which every faculty brings. The faculty is advised to prepare academic delivery in an engaging manner. They are motivated to bring in activities like role-plays, presentations, etc.

Andragogy

3. Use of Technology

EU Global has a very well-developed Learning management system which is instrumental in exchange of information between the School's administration, faculty and the students. Each student will be provided an access to our learning management system from day 1 of their enrolment. The system will have the following key components:

A. Induction

the induction module is called "Student Services" which allows access to all the School's regulations and policies, where students can ask questions, academic writing resources, and all essential information that are instrumental in getting the students to start with us.

B. Course-wise Resources

All the information, and learning resources related to the chosen courses are provided via our learning management system. This provides better communication.

C. Assessments

The students are required to upload all submission-type assessments via the learning management system.

D. Capstone Consulting Project & Thesis

Research on a real business problem with an industry expert and write a Master thesis.

E. Career Coaching and Academic Coaching

The students are also provided additional modules to enhance employability via our learning management system.



Assessments

EU Global assessment includes formative, and summative assessments. Formative assessments allows learners to seek feedback and prepare for summative assessments. Summative assessments may be categorised in continuous or end of the module assessments.

The nature of end of the module assessment is the report submission. The report can be a project, analysis, case study, research paper, etc.

Completion Certificate



Fees

Total Programme Fee

EUR 4,600

USD 5,379

Call +91 74288 43369 to know more about attractive limited-time upfront payment **discounts up to 40%** on the Programme Fee that you may be eligible for!

Payment Option I

Make a down payment of USD 300. Upon selection into the programme, make an upfront payment of the full programme fee and avail a discount of up to 40% on the total fee.

Payment Option II

Make a downpayment of USD 300. Upon selection into the programme, pay 50% of the Programme Fee and remaining 50% within 6 months of Registration.



Industry Expert Message



As an industry leader, I've had the privilege of collaborating with many MBA graduates from various programmes. The MBA taught with evidence-based initiatives and reflective writing stands out distinctly. This approach equips students with a rigorous, research-backed understanding of business practices, ensuring that their decisions are grounded in solid evidence and contemporary data. The reflective writing component fosters a critical self-awareness and continuous learning mindset, essential for effective leadership in today's rapidly evolving market. Graduates from this programme consistently demonstrate a unique blend of analytical rigor and adaptive thinking, making them exceptionally prepared to tackle complex business challenges and drive innovation within our organisation.

Best Wishes,

Prof. Dr. Martin Kunst

Professor, Marketing Analytics

Doctor of Business Administration, Automotive Marketing & Innovation

Diffusion

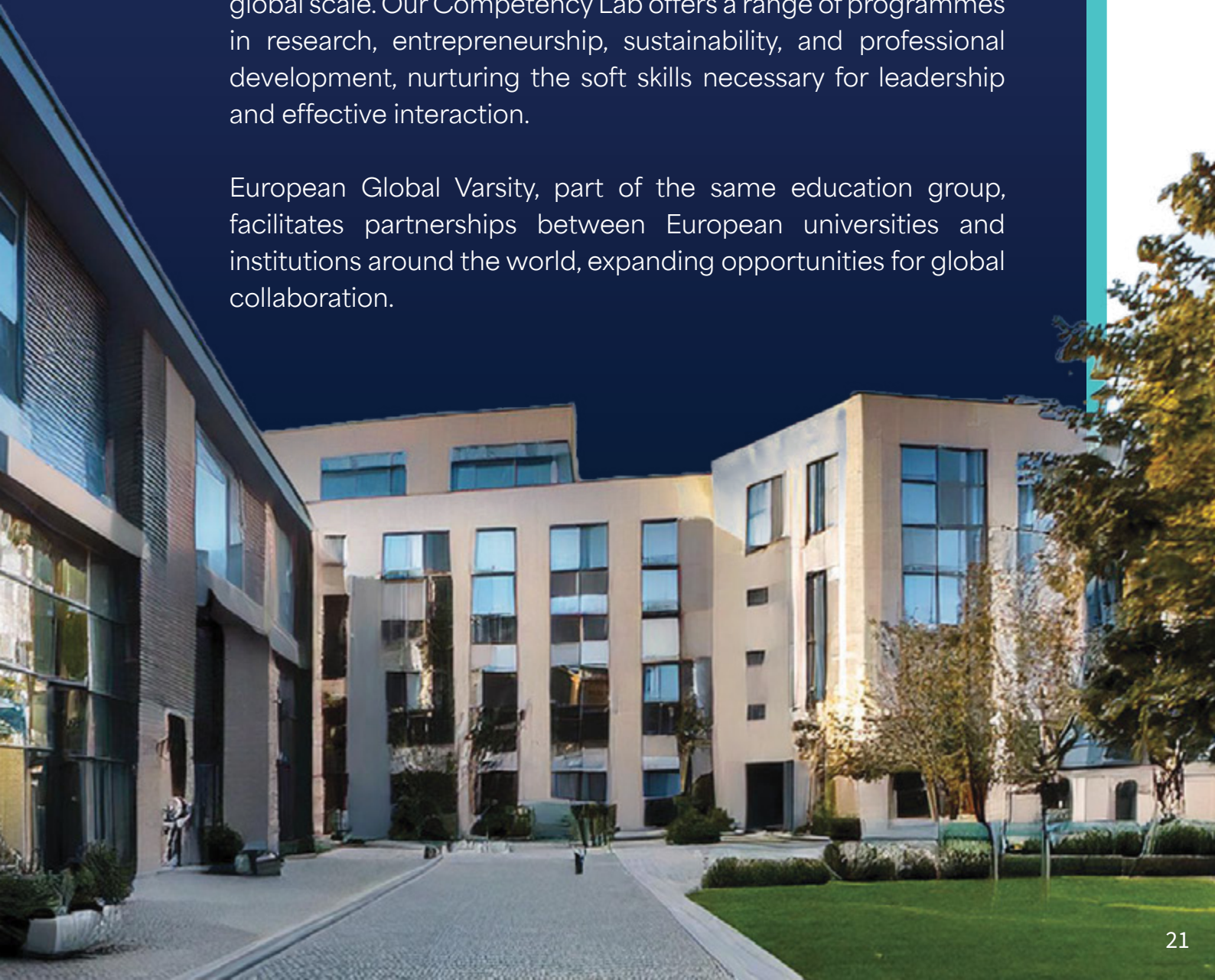
Director, LKQ Europe, Switzerland

About EU Global

The European Global Institute of Innovation & Technology (EU Global) is an accredited higher education institution, established with the vision of delivering high-quality, and accredited education to learners worldwide, enhancing both their employability and global mobility. Our teaching approach emphasizes project-based learning, centered on evidence-based reflection, allowing students to apply conceptual frameworks to real-world decision-making.

We are deeply committed to developing future competencies through quality education that fosters lifelong employability on a global scale. Our Competency Lab offers a range of programmes in research, entrepreneurship, sustainability, and professional development, nurturing the soft skills necessary for leadership and effective interaction.

European Global Varsity, part of the same education group, facilitates partnerships between European universities and institutions around the world, expanding opportunities for global collaboration.





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<https://verandahighered.com/>



+91 981 024 1746



admissions@verandahighered.com