

Duration:	12 Months
Format:	Coursework
Availability:	Online & On-Campus



Executive MBA

PROGRAM OVERVIEW

Designed for rising leaders and experienced executives, the EGS MBA for Executives focuses on experiential, integrated learning. The program emphasizes the development of individual leadership, strategy and decision-making skills. These pillars of executive success are built on a strong foundation of core knowledge in the functional areas and are capped with a deep-dive into leading the global firm.

Your education is anchored in the fundamentals of general management, including the latest theories of and best practices in business—from accounting and finance to marketing and strategy. You learn to lead and manage an enterprise as a whole.

The goal of the Program is to develop you as an innovative leader and teach you fundamental business concepts. We define innovative leadership as the ability to put new ideas into action in every corner and every function of an organization.

The rigorous curriculum provides you with a basic framework of qualitative, quantitative, analytical, strategic, and problem solving skills. You not only gain knowledge about best business practices, but also learn about the fundamental principles

- INTAKE:
Any Month
- DURATION:
12 Months
- FORMAT:
Coursework
- LANGUAGE:
English - Arabic
- Availability:
Online & On-Campus
- ON-CAMPUS LOCATIONS:
Istanbul, Turkey
Guangzhou, China
Paris, France

The Executive Master in Business Administration contains eight core subjects that cover all management requirements that the student needs in his professional career, and four specialization subjects that cover the speciality chosen by the student. Most of the subjects contain case studies, projects, and consulting cases.

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Objectives:

- Use your international experience and recognized leadership potential for a career leap.
- Widen your managerial and technical competencies.
- Assess real-life business challenges and confidently select adequate responses to them.
- Recognize moral dimensions when dealing with managerial dilemma.

Core Subjects

- ♦ Organization's Strategy
- ♦ Strategic Planning
- ♦ Strategic Leadership
- ♦ Strategic Marketing
- ♦ Supply Chain Management
- ♦ Financial Management
- ♦ Project Management
- ♦ Managerial Economics
- ♦ Research Methodologies
- ♦ Human Resource Management

Specializations

1

Finance

The MBA in finance prepares students with in-depth courses that advance the understanding of issues particular to the field of finance.

It provides students with the essential knowledge about corporate finance and financial markets necessary for obtaining and succeeding in careers in corporate finance, security analysis and portfolio management, investment and commercial banking, and risk management.



2

Operations

MBA specialization in operations management looks at the underlying concepts of the production and operations function of an organization, and are generally divided into two areas. The first is the study of service operations, and the second is manufacturing or production operations. It is becoming more important with the growth of E-commerce. High production abilities and the need for spreading all products across the planet provide a great scope for this program.

4

Digital Marketing



MBA in Digital Marketing deals with the promotion and branding of the products, services or a brand through the digital or electronic medium. It is a new-age course that builds on the principles of traditional marketing in order to import and apply them to the digital domain.

6

Project Management

A master of business administration (MBA) in project management provides graduates with the skills and experience needed to obtain advanced managerial roles. An MBA teaches students about accounting, finance, human resources, strategic planning, and business operations.

5

H.R.M

An MBA in Human resource management focuses on the recruitment, management, and providing direction and guidance for the people who work in an organization. An MBA in HR program offers training and knowledge in managing the workforce of the organization.

7

Strategy

The MBA in marketing specialization prepares students to master the components of marketing management. Topics include marketing principles, personal selling and sales management, consumer behavior, advertising, marketing strategy, and international marketing.



Special Subjects

Finance

- Investment Management
- Banking and Financial Institutions
- Corporate Finance
- Acquisition of Privately Held Companies

Operations

- Logistics Management
- Project Management
- Procurement and Sourcing Management
- Decision Technologies

Strategy

- Acquisition and Divestment
- Management of Strategic Alliances
- Legal Environment of Business
- Management of Strategic Alliances

H.R.M

- Leadership Development
- Change Management
- International Human Resource Management
- Training and Development

Project Management

- Strategic Decision Making
- Advanced Practices in Project Management
- Organizational Change Leadership

Digital Marketing

- Emerging Digital Communication Techniques
- Web Analytics and Insights into user Behaviour
- Impact of Online and Multi-channel Retailing
- Advertising, Public Relations, (PR), and Sponsorship

Admission Requirements

- 1 Copy of Bachelors Degree
- 1 Copy of Transcripts
- 2 Passport size Photographs
- 1 Copy of Passport or ID
- \$1000 (One Thousand Dollars)
 - **Student registration fee which will be deducted from annual fees.**

Admissions@egs.edu.eu

Apply through our
website:

www.egs.education

