

MASTERS IN MANAGEMENT



Supported by Industry



Masters in Management



MA | MBA

Introduction

The University was established in 1997 and since inception we have been educating students and actively engaged in research. We have been developing highly skilled graduates, supporting careers and international employment and contributing to the national and international economy. The University is approved by the Ministry of Science and Higher Education, Poland.

The Berlin Centre has been confirmed by the Senatsverwaltung für Bildung, Jugend und Wissenschaft (German Senate Department for Education, Youth and Science). The Senate Department has confirmed the notification of the extension of courses at the Berlin Centre according to para 124a of the Berlin Higher Education Act.

This unique and challenging course offers students a blended learning experience in research and practice for aspiring managers and entrepreneurs. The support of industry means that successful students get the opportunity to work with our industry partners. Students are able to transfer from one city to another at semester intervals.

The programme constructively applies innovative teaching methods and approaches with case studies, business simulations and projects. The programme favours the approach where professors will be acting as coaches, facilitators and not just instructors. Participants learn more in round tables where they are engaged in reflective experiences about concepts, competencies and contexts.

The University's MA|MBA programme is organized around Five Opening Mind-Sets:

1. **Managing self:** This stems from the belief that many insights and capabilities come from self-knowledge. The purpose of this module is to provide participants with the knowledge, tools and the opportunity to learn the founding principles of self leadership. Participants will get involved in activities where they can assess their leadership skills, know one another and then engage in an open forums where topics like management and personal styles, the meaning of work and ethics will be discussed.
2. **Managing organizations:** This starts with a course about the various approaches to Management and key management skills, then moves to the functions of : finance, accounting, marketing, operations, information technology,..),.that is all the managerial and technical skills needed to manage a modern organisation.
3. **Managing context:** This module explores the context of organizations from various perspectives: global, regional, business, entrepreneurial, mature, innovative, diversified,... and also financial markets, consumer behaviour, stakeholder relationships, culture.
4. **Managing relationships:** This module explores the various dimensions of collaboration: among individuals in teams, among divisions in organisations, and among organisations in alliances. Both American ,European and Japanese styles of management will be discussed.
5. **Managing change:** The module will be focusing on corporate change (macro, top-down), organic change (micro, bottom-up), societal change and personal change.



"Delighted with the tutorial support by the supervisors and an environment for practice based learning"



"My time at the European University of Business is one that has shaped my professional life. I am looking forward to one day returning to EUB to share my experience"



TEACHING AND LEARNING

Strategic Management : Quantitative Business Methods ; Psychology for Business and Economics ; Entrepreneurship and New Ventures ; Emotional Intelligence and Leading Self

Operational Management : General and Process Management ; Managing Finance ; Managing People ; Strategic Marketing and Research

Business Development : Managerial Economics ; Leading Digital Strategy ; Legal and Ethical Business Environment ; Supply Chain and Logistics

Corporate Innovation : Change and Customer Relationship Management ; Mergers and Acquisitions Organisational Communications ; Strategic Game: Business Simulation

Research Methods and Dissertation : The independent research allows students to specialise in a strategic discipline of management

Aims

- To offer a comprehensive programme that provides an opportunity to study leadership, management and the impact of technology on the techniques of management and society in general.
- To provide you with a programme offering a balance of theory, case studies and practical skills that will facilitate your intellectual and professional development.
- To equip you with the necessary knowledge and skills to achieve the postgraduate award, and to continue your lifelong development of learning.

Learning Outcomes

- critical and analytical approaches to management theory practice and research.
- ability to evaluate management techniques, tools and models in a variety of contexts.
- creative management ideas and how this is put into practice.
- research skills, methodologies and paradigm.
- skills to demonstrate problem solving, critical thinking and strong personal and interpersonal skills while abstracting meaning from information and sharing knowledge
- skills to effectively undertake research, perform within a team environment and communicate reasoned, analytical findings in oral and written form

Criteria for Admission

- British English Language Testing (Entry Exam) or Equivalent
- A first degree / diploma or equivalent professional qualification or significant industry experience.





INDUSTRY PLACEMENTS

SAP, KPMG, McKinsey, Google, Allianz Worldwide, DaimlerChrysler, Deutsche Bank, Deutsche Telekom, E.ON, Deutsche Post, BMW Group, Volkswagen Group, BASF Group, Commerzbank, Bayer Group, Metro AG, HVB Group, ThyssenKrupp Group, Eurohypo, Continental.



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