



# MBA

MASTER OF BUSINESS  
ADMINISTRATION



EUROPEAN  
GRADUATE SCHOOL  
*of* MANAGEMENT





# Guglielmo Marconi University

Guglielmo Marconi University is situated in the Heart of Rome, capital of Italy. It is a world-class university known for Tradition, Quality and Excellence.

The University was recognized by the Italian Ministry of Education, University and Research in 2004. Marconi University has cooperation agreements with European, American, African, Middle Eastern, and Central and South American institutions. The GUIDE Association – Global Universities In Distance Education – was founded in 2005 by Marconi University with the aim to develop and support international cooperation and open distance learning worldwide.

Marconi's mission is to provide innovative and affordable high-quality degree programs and learning opportunities to both domestic and international students.

Our goal is to build up a community and enrich students' lives by promoting educational and professional growth and to encourage student - centered learning at all levels, supported by technological resources and led by qualified faculty and staff. University even provides an outstanding educational experience through academic and administrative support services which also promote interdisciplinary research and innovation.

Marconi University is a world-class university engaged in significant international research and innovation. The University looks beyond the traditional academic learning setting, promoting the use of innovative learning methodologies by merging advanced technological solutions with traditional activities like lectures, workshops and seminars.





## European Graduate School Of Management Partner: Middle East & Africa

European Graduate School of Management is involved in collaborating with leading universities and B-schools globally in order to provide high quality and internationally accredited programs to learners in Middle East & Africa.

The programs are customized to fit a working professional 'wish list', ticking all the right boxes of affordability, flexibility, blended mode and taught by reputed faculty members.

The program is imparted through teaching courses that are vital to businesses today. The pedagogy involves laying a sound foundation through concepts and applying those to relevant scenarios. Faculty members engage the students in discussions, case studies, videos, simulations and presentations performed individually or in groups.

The professional team ensures that the busy professionals are able to complete the programs on time by providing real time assistance.

The school also firmly believes in power of networking as the business development rests heavily on exchange of ideas of like minded individuals. We offer opportunities for students and alumni to interact with industry leaders during guest lectures and conference.

The underlying objective of the school is to build a robust community of high performing professionals and entrepreneurs who in turn set an example and motivate the coming generation in laying foundation to a holistic society."

**Original thinkers.** You will work with some of the most highly regarded academics in business and management. 65% of our research staff are considered to be carrying out work which is 'world-leading' or 'internationally excellent' in the UK government's latest Research Assessment Exercise. Staff on the MBA programme come from all over the world and are at the forefront of current research and consultancy with internationally recognised companies and the UK government. This keeps our programmes fresh, relevant and up-to-date.



**William GADISON**

Education: University, Abilene, TX  
Field: HRM & General Management



**Felix URECH**

Education: INSEAD  
Field: Effective Project Management



**Victor ALVES**

Education: La Salle - URL, Barcelona  
Field: Operation Management



### **Allan E. GARDNER**

Education: DeVry University Scottsdale  
Field: Human Resource Management



### **Dr. Attila SHELLEY**

Education: Stanford University  
Field: Strategic Management



### **Dr. Victoriano TRAVIESO**

Education: South Bank University, London - UK  
Field: Business Law



### **Niels HERLEVSEN**

Education: University of Chicago  
Field: Finance & Marketing



### **Brian SULLIVAN**

Education: University of Chicago, U.S.A.  
Field: Finance & Management

## Your Peers

You will have a privileged opportunity to work, interact, and create life-long friendships with an elite group of professionals from all over UAE and the world, coming from diverse backgrounds, functions, and sectors. This diversity is guaranteed to enrich your experience and challenge you to the fullest.



## Student Profile MBA



**16,000**

Students Enrolled



**15,000+**

Graduate Students



**72**

Country Coverage



**5.8** Years

Avg. Work Exp.



**33.5%**

Overseas Students



**40.2 %**

Female



Accredited by  
Ministry of Higher  
Education in Italy



Faculty from UK  
Europe & Swiss



Outstanding  
Support

# MBA Placement Highlights

## Industry

Financial Services	30.4%
Technology	17.6%
Manufacturing	15.5%
Healthcare	8.1%
Consulting	5.4%
Consumer Packaged Goods	4.7%
Education	3.4%
Media/Entertainment	3.4%
Retail	2.7%
Others	8.8%

## Job Source

School Resources	66.2%
Personal Network	20.1%
Other Websites/Direct Mail	5.8%
Previous Employer	2.9%
Headhunter/Agency	2.2%
Others	2.8%

## Function

Finance	32.2%
General Management	26.7%
Marketing/Sales	16.4%
Consulting	12.3%
Operations/Logistics	2.7%
Human Resources	2.1%
Information Technology	1.4%
Others	6.2%

## Position

Manager	39.1%
Professional	21.0%
Director	8.0%
Assistant Manager	5.1%
GM/Vice GM	2.2%
Supervisor	2.2%
Others	5.0%

# Specialization of MBA



International Business



Healthcare Management



Marketing Management



Human Resource Management



# Students Profile by Region

	Egyptian	36%		Nigerian	4%
	European	21%		Iraq	11%
	Ethopian	3%		Pakistanis	4%
	Jordanian	8%		Asia	17%
	Sudanese	7%		Others	20%



# FLEXIBLE CHOICE OF PATHWAYS







# MBA

**Our MBA programmes offer you the opportunity to combine flexible study with a demanding career. They provide advanced management education that matches the needs of developing executives.**

They are designed for executives and managers who want to continue their careers while studying for an MBA. We aim to develop your competence to generate value, improve organisational effectiveness, and enhance your ability to work with others to achieve successful change.

The MBA will give you a general management perspective on the functions of a business and how they can be integrated with a rapidly changing environment, together with an up to date knowledge and understanding of the operations of a business enterprise and the practical skills you need to manage them. Our MBA course members typically have at least two+ years of experience.

Our MBA students come mainly from Middle East, Europe, Asia and Africa. You will study alongside participants from private, public, and non-profit organisations, offering a breadth of experience, fresh perspectives on business issues, and exceptional networking opportunities.

Because we appreciate that you need to plan your MBA carefully to fit in with your work and other commitments, we offer maximum flexibility, allowing you to accommodate your studies into your lifestyle. You can choose from several starting points throughout the year, to vary the number of modules you take each year according to your commitments, and can spread the cost by paying for each module as you progress.

# MBA in International Management

MBA in International Management aims to impart students with the knowledge, skill sets and training required to work in international business environment.

In the world of globalization and liberalization, each business needs to extend itself in the International market since opportunities are vast all over the place.

In today's relentless competition where organizations face tough challenges, they search to extend their market to guarantee sustainability and profitability, creating demand for out of box business procedures as well as right sort of individuals who comprehend international market and its different aspects.

It introduces students to the foundational elements of Management, proper tools and methodologies used in different sectors; manufactures and service businesses.

## MBA Structure

- 702 Manage Team Performance to Support Strategy
- 704 Information Management and Strategic Decision Taking
- 705 Leading a Strategic Management Project
- 706 Strategic Direction
- 711 Strategic Planning
- 724 Development as a Strategic Manager
- 703 Finance for Managers
- 708 Strategic Marketing
  - Research Methodology
  - Research Project/Dissertation







## MBA in Healthcare Management

Healthcare Management MBA program seeks to develop professionals who understand how to manage non-profit, for-profit, and voluntary health care organizations in effective and innovative ways.

The Program focuses on the need for healthcare administrators to be continuous learners, critical thinkers, and ethical practitioners by recognizing the multi-construct nature of human, social and organizational realities and the complex relationships between the system of health providers and the needs of the community.

The Healthcare Management program offers valuable experience and useful knowledge in a result-oriented environment. Students gain practical managerial skills to augment their talent as healthcare professionals. The Healthcare Management course will enable them to share existing knowledge as well as acquire new knowledge and skills needed to manage and lead in a changing healthcare sector.

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# MBA in Marketing

MBA in Marketing provides an approach and framework for identifying and analysing the key cultural and environmental characteristics of any nation or global region and highlights the importance of viewing marketing management from a global perspective.

It will help you to strategically drive and deliver successful marketing campaigns that satisfy the most relentless of boardroom analysis - as well as your appetite for success. Dive into a wide range of marketing specialisms, from communications and consumer processes, social media marketing to search marketing, our MBA in Marketing will strengthen your existing digital knowledge and differentiate you from your professional competition.

An MBA in Marketing can position you for a successful career in a creative, business-oriented field. Furthermore, students interested in a marketing MBA degree can choose from a diverse array of options, including several online programs. This guide can help you determine if you should get an MBA in Marketing or pursue one of the many career paths in the field.

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## MBA in Human Resource Management

MBA in Human Resource Management combines deep expertise in human resources with the knowledge required to be a strategic business leader.

Students learn to link business operational goals to human capital decisions through courses on staffing, compensation, labor relations, negotiations, and others. The combination of core, elective and orientation structure sets this program apart from its competitors.

The MBA in Human Resource Management is designed for current and future leaders who desire the knowledge and skills to best leverage the human resources in an organization. Coursework prepares students to look at their organizations from a system-wide perspective and apply strategic thinking and critical analysis.

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# Student Alumni



**Hedoxie Allou**

MBA in International Management  
Logistics Officer - Transport Management

During my decision for furthering my tertiary education at the graduate level, there were several options. However, I opted for European Graduate School of Management on the premise of reputation and European Curriculum which offers flexibility and affordability without compromising the quality of education, in addition to the in-depth knowledge of the professors and the modality of the lectures.

The experience gained is invaluable and not I have no regret making the decision to attend EGSM. My knowledge and critical thinking skill have increased exponentially in addition to several life lessons learned, of which there is one that stands out most" never procrastinate, grab the opportunity because every minute counts".



**Ali Mohamed Kadhém**

MBA in International Management  
Process Specialist - Refining

EGSM provides a flexible plan to get an MBA degree without interrupting my work commitments. They also have solid and well-known accreditations.

EGSM has high class professors delivering a wide range of subjects, from topics as general as leadership and management to as specific as Entrepreneurship and Entrepreneurial Management.

In addition, their students have excellent practical experiences, representing engineers, managers and even directors, which allow me to

exchanger working experiences from different culture and businesses.

I am proud to say that I attended all courses and never skip a single hour, because I really enjoyed studying at EGSM. This is because I was always building on my knowledge, skills and abilities whenever I am on the class.

What is also more interesting is that every day I was learning at EGSM, I was motivated to improve my productivity and efficiency at work. It was really a wonderful experience!



**Abin Georgy**

MBA in International Management  
Business Development Executive

I chose EGSM because I wanted to pursue my MBA from a good university which I believe would improve my knowledge, provide me with better opportunities and enhance my future career. By pursuing my MBA through EGSM, I was able to complete my MBA with one of the top Universities that had good worldwide ranking and whose degree was accredited and widely recognized.

My experience with EGSM is great because the quality of education and knowledge that I received is beyond the words that I can express. The lecturers who taught us were also amazing as they covered the course content in the best style. I learned a lot and the knowledge that I gained will certainly help me bring better opportunities in my career. Overall, my experience with EGSM was great.



**Fatima Saeed**

MBA in International Management  
Finance

I found EGSM when I was seeking for a higher qualification where I could gain more knowledge along with something that was flexible to fit my career load.

It was easy to grasp all the concepts and learn everything during the lecture sessions. I am able to say that it was a successful step in my life journey.

Thank you EGSM!




# Your Next Step

**We're ready to help you explore EGSM further.**

Visit [www.egsm-edu.com](http://www.egsm-edu.com) for details about everything you've read in this brochure, and much more. You'll find opportunities to ask questions via email and to register for online and in-person events. Please feel free to contact us with any questions about qualifications, academics, the application process, the EGSM experience, or anything else related to our MBA programs.





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## SNAPCHAT



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