



Established in 2013

MBA

MASTER OF BUSINESS ADMINISTRATION

PROGRAM STRUCTURE

ABOUT MBA

MBA WITH IBAS

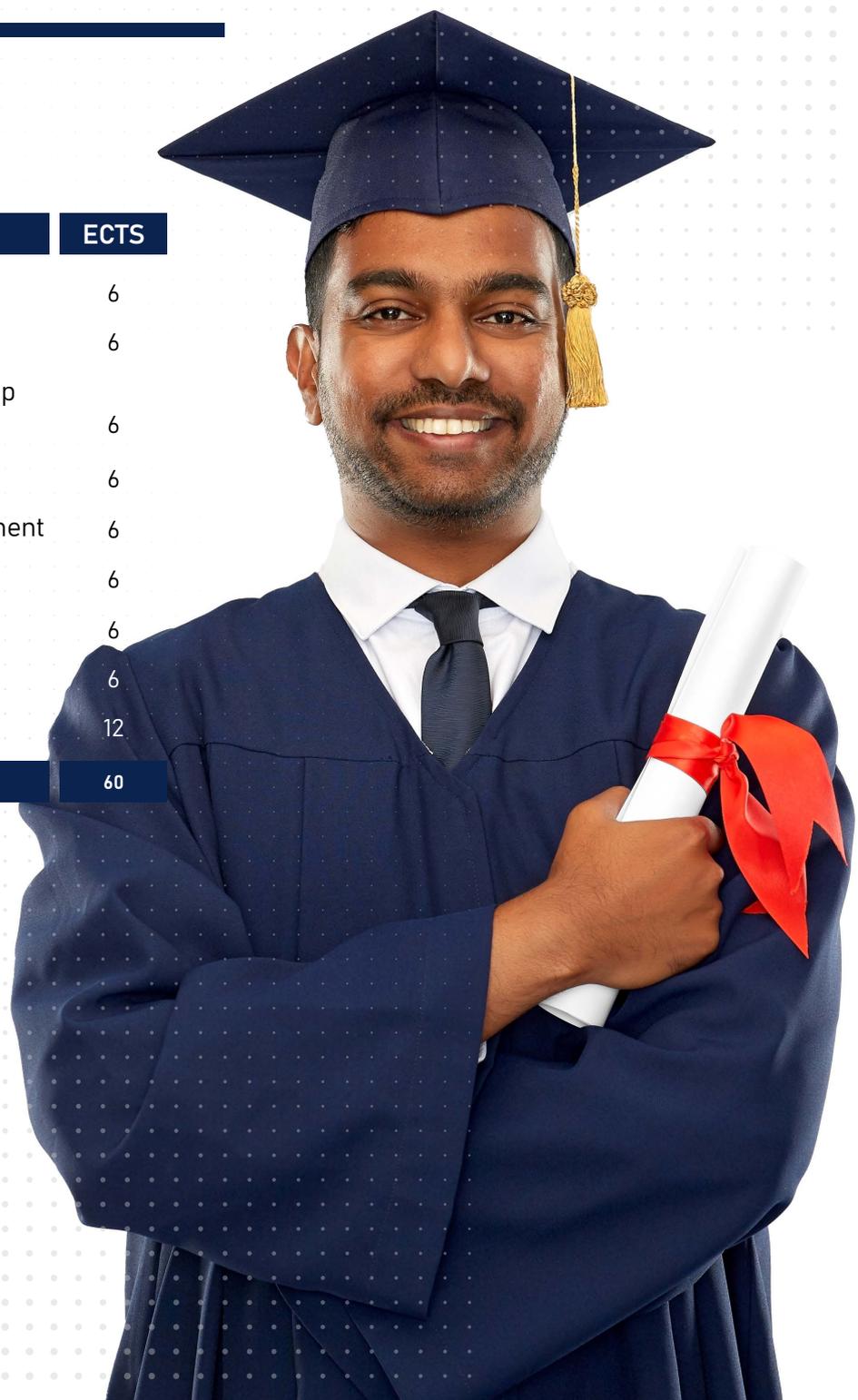
(MBA degree) is, by definition, a general Management degree designed to educate business learners in strategic management.

What sets MBA degree apart from regular Master's programmes is peer-to-peer education, which involves successful business people and interaction between learners from diverse backgrounds.

Studying an MBA abroad is also a great opportunity to network and create new business opportunities.

Program Content

| MBA IN STRATEGIC MANAGEMENT | ECTS |
|--------------------------------------------------------------|-----------|
| Strategic Planning | 6 |
| Finance for Strategic Managers | 6 |
| Personal Development for Leadership and Strategic Management | 6 |
| Organizational Behavior | 6 |
| Strategic Human Resource Management | 6 |
| Strategic Marketing | 6 |
| International Business Environment | 6 |
| Research for Strategic Development | 6 |
| Project Paper | 12 |
| TOTAL | 60 |



1 STRATEGIC PLANNING

UNIT OBJECTIVES :

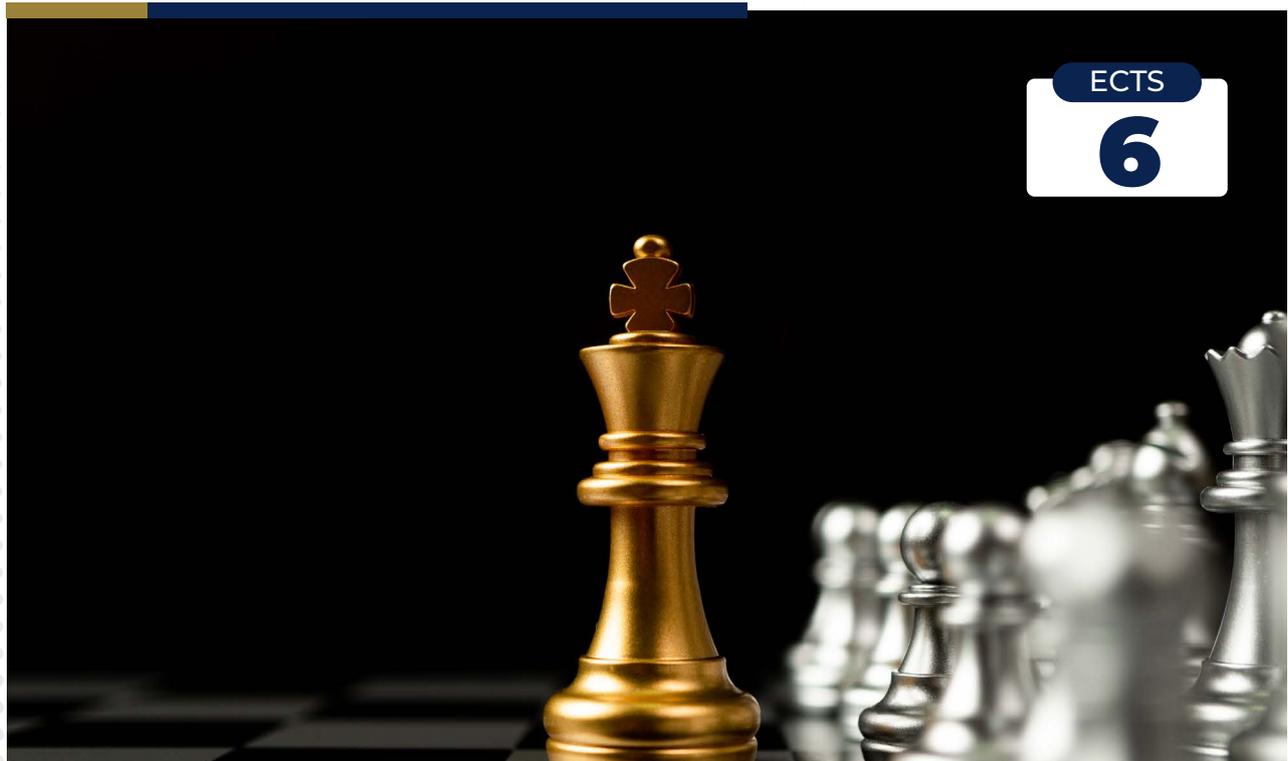
The aim of this unit is to develop the knowledge, understanding and skills necessary to develop an organizational strategic plan.

LEARNING OUTCOMES

- Understand the foundations for developing organizational strategy
- Understand the external environment affecting organizations
- Be able to review an organization's strategy and business plans
- Be able to develop strategy options for an organization
- Understand how to create a strategic plan to meet business objectives

ECTS

6



STRATEGIC PLANNING

2

FINANCE FOR STRATEGIC MANAGERS

UNIT OBJECTIVES :

The aim of this unit is to develop the knowledge, understanding and skills required to carry out research to meet the needs of strategic business management.

LEARNING OUTCOMES

- Be able to formulate a research proposal relating to strategic business development
- Be able to use different research methodologies to gather sufficient and valid data
- Be able to present research findings in an appropriate format for a target audience



3

PERSONAL DEVELOPMENT FOR LEADERSHIP AND STRATEGIC MANAGEMENT

UNIT OBJECTIVES :

This unit aims to help learners develop their own personal leadership and management skills in the context of the creation and achievement of organizational vision and strategic direction.

LEARNING OUTCOMES

- Understand how knowledge and skills in leadership and strategic management support the creation and achievement of organizational vision and strategy
- Understand how to develop and communicate organizational vision
- Be able to manage development of own personal knowledge and skills in leadership and strategic management to support achievement of personal and organizational vision and strategy
- Be able to reflect on the benefits of personal development in the achievement of personal growth and organizational vision and strategy



4

ORGANIZATIONAL BEHAVIOR

UNIT OBJECTIVES :

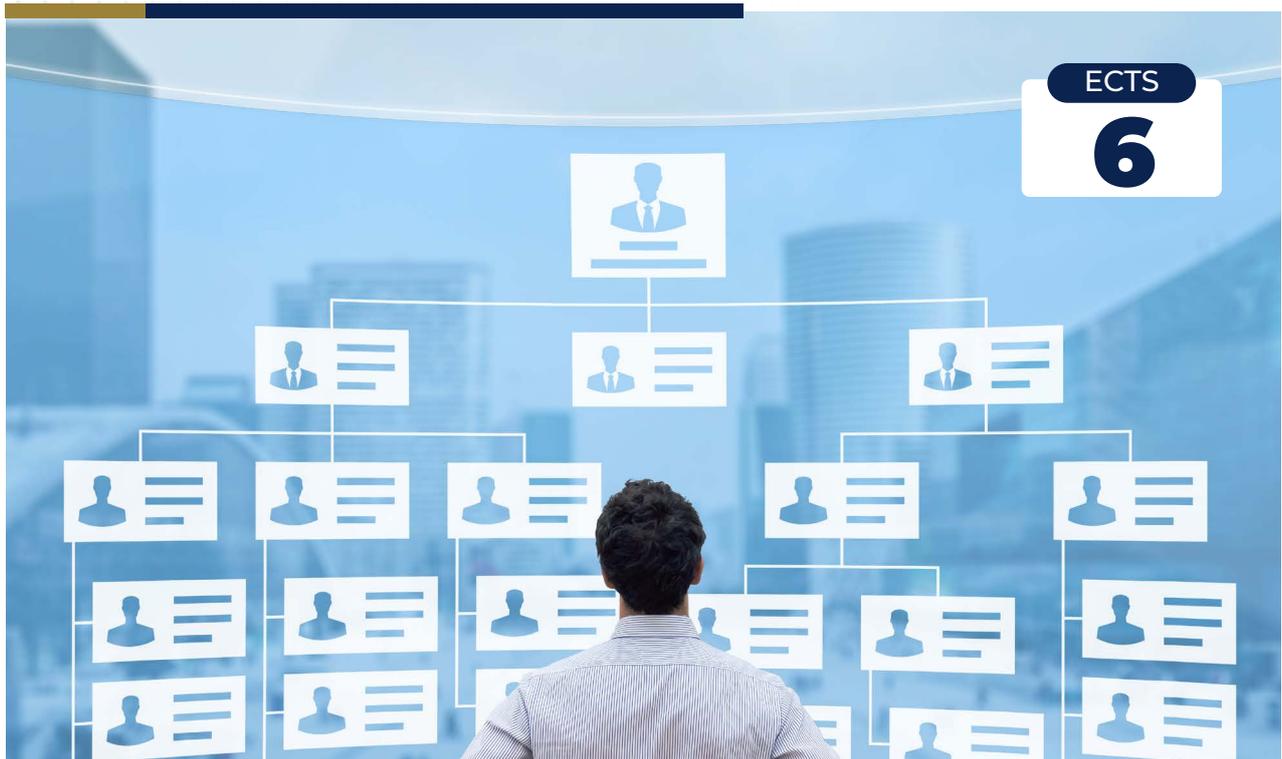
The aim of this unit is to help learners develop an understanding of how organizational behavior, structure, culture, motivation, creativity and leadership impact on an organization's effectiveness and efficiency.

LEARNING OUTCOMES

- Understand leadership behavior theory and practice
- Understand leadership behavior theory and practice
- Understand how organizations can improve employee effectiveness to respond to business opportunities
- Understand how organizations can motivate employees in order to improve their efficiency and effectiveness

ECTS

6



ORGANIZATIONAL BEHAVIOR

5

STRATEGIC HUMAN RESOURCE MANAGEMENT

UNIT OBJECTIVES :

The aim of this unit is to help learners acquire knowledge and understanding of human resource management strategy and its impact on the efficiency of an organization.

LEARNING OUTCOMES

- Understand the factors affecting human resource management strategies in organizations
- Understand how strategic human resource management contributes to the achievement of the strategic plans of organizations
- Understand how to prepare human resource management strategies for organizations
- Be able to develop a human resource management strategy for an organization

ECTS

6



6

STRATEGIC MARKETING

UNIT OBJECTIVES :

This unit enables learners to develop knowledge and understanding of marketing at a strategic level and how this is applied in practice including developing a marketing strategy.

LEARNING OUTCOMES

- Understand the principles of strategic marketing
- Understand how to carry out a strategic marketing analysis
- Understand the role of customer behavior in marketing strategies
- Understand how to develop an implementable strategic marketing plan
- Understand how to create a marketing strategy to meet business objectives



7

INTERNATIONAL BUSINESS ENVIRONMENT

UNIT OBJECTIVES :

The unit will enable learners to explore the changing international business environment and develop knowledge and understanding of how organizations respond.

LEARNING OUTCOMES

- Be able to analyze the international business environment
- Understand the impact of globalization and international trade
- Understand the international markets in which businesses operate



ECTS

6

8

RESEARCH FOR STRATEGIC DEVELOPMENT

UNIT OBJECTIVES :

The aim of this unit is to develop the knowledge, understanding and skills required to carry out research to meet the needs of strategic business management.

LEARNING OUTCOMES

- Be able to formulate a research proposal relating to strategic business development
- Be able to use different research methodologies to gather sufficient and valid data
- Be able to present research findings in an appropriate format for a target audience
- Be able to present research findings in an appropriate format for a target audience

ECTS

6



ACCREDITATIONS AND MEMBERSHIPS:



Accreditation Council for Business Schools and Programs (ACBSP) is a global business education accrediting body and the first organization to offer accreditation to all levels of collegiate business educational degree programs from associate to doctoral.



ATHE is a global awarding organisation regulated by Ofqual and other UK and international regulators. We work with more than 280 recognised centres in over 55 countries to complement our strong brand presence in the UK. ATHE qualifications are approved as progression pathways to relevant Bachelor's and Master's Top Up degrees by a growing number of UK and international Universities, providing significant tertiary education opportunities for our learners.



EduQua is the first Swiss quality label geared towards providers of adult learning programmers. The label promotes transparency and comparability of adult learning for the benefit of consumers and contributes to safeguarding the quality of adult education programmers in Switzerland. More than 1,000 schools, institutes and academies in the whole of Switzerland are eduQua certified.



The CPD Certification Service was established in 1996 as the leading independent CPD accreditation institution operating across industry sectors to complement the Continuing Professional Development policies of professional institutes and academic bodies. The CPD Certification Service provides support, advice and recognised independent CPD accreditation compatible with global CPD principles.