

# EXECUTIVE MBA PROGRAM

## Program philosophy:

Executive MBA Program aims to develop competent, effective and responsible leaders empowered to produce creative and profitable solutions for future problems and challenges by proactively applying newest, Western approach to management. The Program meets international standards of **Executive Education**, based on over twenty years' experience, carried out within a consortium of three renowned European universities.

## Acquired competences (learning outcomes):

Within key areas of education, the Program develops strategic competences for company management:

- recognition of new trends and challenges in business,
- behaving in conditions of uncertainty and change,
- implementing innovations,
- creating organization's architecture in the context of digitalization and automatization.

## Program recipients:

Executive MBA studies are addressed to higher managerial staff, including directors of departments as well as current or future management board members, who want to acquire *General Management* competences.

## Study organizer – Cracow School of Business CUE:

Cracow School of Business CUE is a specialized unit of the Cracow University of Economics. The object of the School's activity is to provide the top-level education, including MBA and post-graduate studies, long-term and short-term courses as well as research, consulting and publishing activities.

Cracow School of Business CUE is a member of:



More info: [www.ksb.uek.krakow.pl/en-GB/](http://www.ksb.uek.krakow.pl/en-GB/)

## Partner schools:

**EM Normandie Business School** from France is granted **International Accreditation EQUIS, EPAS** and **AACSB**, as well as is ranked by „Financial Times”. The School operates 5 campuses in Caen, Deauville, Le Havre, Paris and Oxford.

More info: [www.ecole-management-normandie.fr/uk](http://www.ecole-management-normandie.fr/uk)

**AESE Business School** from Portugal operates 2 campuses in Lisbon and Oporto. The School has a strong leadership position within the national Executive Education. Its Executive MBA Program is awarded **International Accreditation EPAS**.

More info: [www.aese.pt](http://www.aese.pt)

## Program organization:

The forms of classes are provided: lectures, exercises, case studies, decision games and simulation activities, Study Trips, visiting companies, business presentations.

Weekend classes are carried out on: Fridays 3 p.m.–9 p.m., Saturdays and Sundays 9 a.m.–4 p.m. The meetings are held once or twice a month.



21 meetings  
**PART-TIME  
STUDIES**



**500 CLASS  
HOURS**  
1250 hours  
of project work



**50% ENGLISH  
50% POLISH**

## Diploma:

- a recognizable in Europe **joint MBA diploma granted by Cracow School of Business at Cracow University of Economics, EM Normandie Business School from France and AESE Business School from Portugal**
- a certificate of completion of postgraduate Executive MBA studies
- a transcript of academic records

## Program benefits:

- An extensive soft skills development module with New Heroes certificate.
- 4-days International Study Trip to France.
- Networking, meetings at **the CSB Alumni MBA Club**, participation in **the International MBA Congresses**, exchange of experiences.
- Executive MBA Program prepares for the function of a member of supervisory boards of state-owned companies in accordance with the provisions of art. 19 of the Act of 16 December 2016 on the principles of management of state property.

## Costs:

10 100 EUR (possibility to pay in instalments), 200 EUR non-refundable enrollment fee. No additional payments for exams, final MBA thesis defense, diploma, Study Trips etc.



Now we run the **24th  
edition** of the Executive  
MBA Program



We have already  
educated **645  
GRADUATES** of the  
Executive MBA Program



Get a **quick return** on  
investment in your  
studies



Practice what you learn  
on the weekend and **put  
it to work** on Monday

**Module I**  
**PERSONAL DEVELOPMENT**



- *MBA Induction*
- *Developing Intercultural Intelligence for International Negotiations*
- *Sales Communication Skills*
- *Research Skills and Methodology*
- *MBA Thesis Tutorial*
- *Study Trip Poland*

- *International Marketing*
- *Strategic Human Resources Management*
- *Ethics and CSR*
- *Organization Design and New Business Models*
- *Electives*



**Module II**  
**MEETING NEW BUSINESS TRENDS AND CHALLENGES**

- *Managerial Economics*
- *International Corporate Finance*
- *Corporate Governance and Performance Management*
- *International Business*
- *International Study Trip*

**Module III**  
**DEVELOPING INTERNATIONAL COMPETITIVENESS**



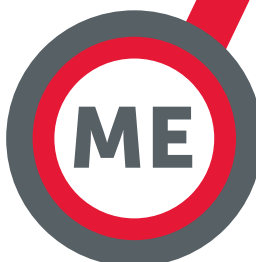
- *Strategic Management*
- *Leadership and Change Management*
- *Innovation Technology Management*
- *Digital Business Transformation*
- *International MBA Congress*



**Module IV**  
**LEADING INNOVATION AND CHANGE**

- *Business Law*
- *Managerial Accounting*
- *Strategic Financial Management*
- *Designing Operations and Supply Chains*
- *Project Portfolio Management*
- *International Seminar (optional)*

**Module V**  
**DELIVERING RESULTS THROUGH MANAGEMENT EFFECTIVENESS**



*We reserve the right to change the program curriculum.*

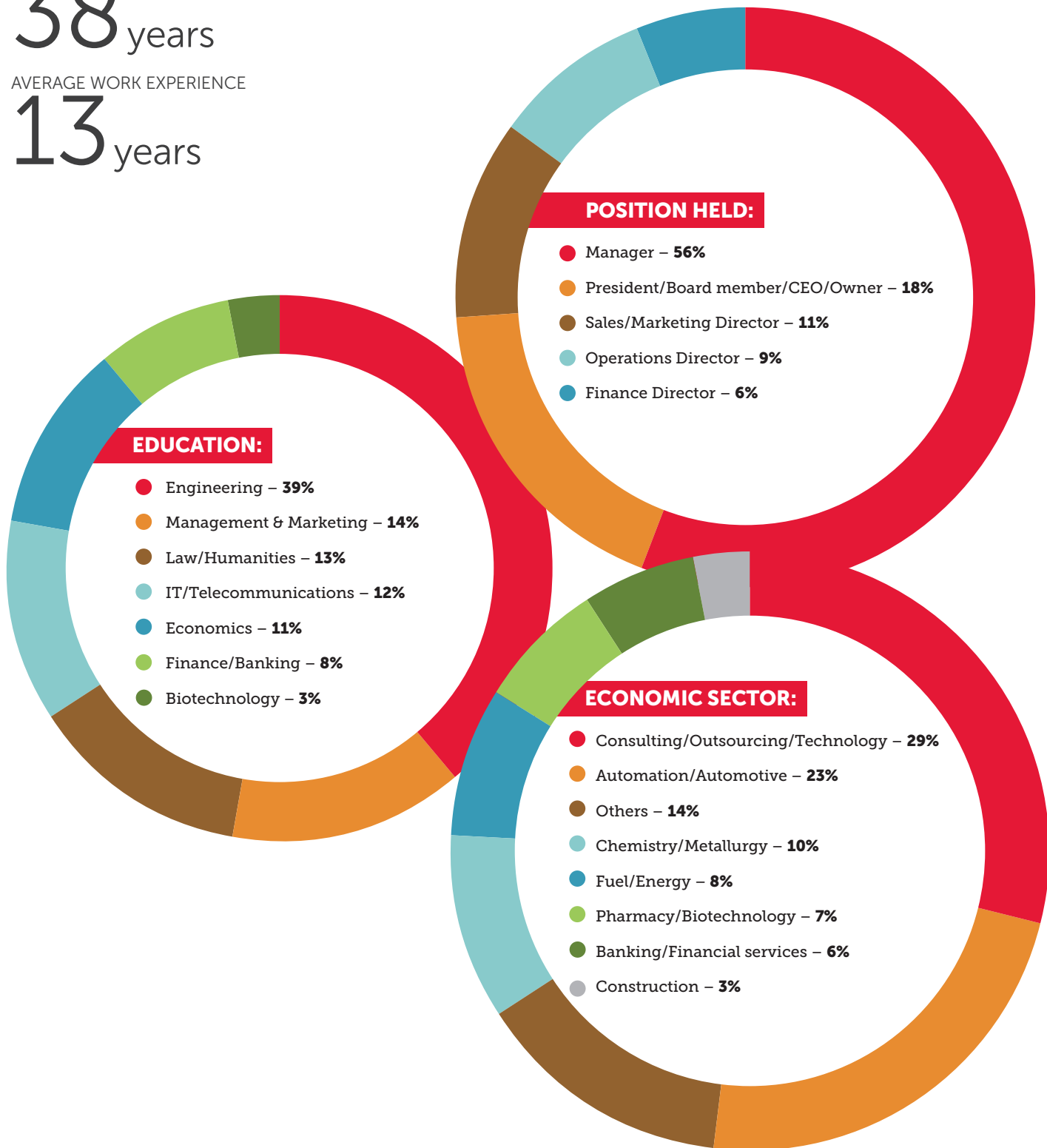
# EXECUTIVE MBA PROGRAM STUDENT PROFILE

AVERAGE AGE

**38** years

AVERAGE WORK EXPERIENCE

**13** years



*Data refer to students taking part in the last 3 editions of the Executive MBA Program (2015–2018).*