



MBA

Executive Management

Modules of the specialization:

Management

Strategic Management

Financial Management

Marketing and Public Relations

HR Management

Innovation Management

Process Management

Business Strategy

Optional Module (1)

Optional Module (2)

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The MBA Executive Management aims to encompass the diverse areas required to successfully accomplish a company's purpose at the middle and upper management level. Training modules offer a comprehensive overview of management and focus on practically applicable knowledge and skills from a wide range of management activities.

Students will learn effective strategic management, will learn the techniques and methods of innovative management, learn to properly coordinate activities within their department or company and much more.

This is suitable for all those who are in management positions of small, medium or large organisations, as well as for those who are looking for managerial positions.

The MBA Executive Management includes the following beyond the basic and optional modules: Innovation Management, Process Management and Business Strategy.

Master of Business Administration