

MASTER OF BUSINESS ADMINISTRATION

SPECIALIZATION -
STRATEGIC MANAGEMENT



EUROPEAN INSTITUTE OF
FINANCE & MANAGEMENT

ABOUT MBA

The benefits of an MBA degree can be enjoyed regardless of your field or area of professional focus. For those who plan to work in management positions, financial institutions or have entrepreneurial ambitions, an MBA can help build the leadership skills needed to succeed in these fields.

An MBA degree brings a number of professional and personal benefits. Whether you work in technology, finance, management, marketing or manufacturing, an MBA will open up opportunities for greater responsibility, career progression and higher financial reward. On a personal level, an MBA will help you improve your communication and leadership skills, which are essential for professional success.

GREAT LEADERSHIP: Your professors are experts in their fields, ninety-five percent have doctorates, and they work in nearly every country in the world. They will help you develop new perspectives and see new opportunities.

GREAT COLLEAGUES: You'll learn side-by-side with diverse, talented classmates with whom you'll share

your knowledge and experience and go through a transformative journey together. You'll build a network of friends and contacts that will last a lifetime.

GREAT CONTENT: You'll gain tools to help you tackle any challenge. You'll learn critical thinking, backed by solid foundational knowledge. And you'll hone your skills by putting them into practice. When you graduate, you'll be able to analyse business problems, solve complex real-life issues and make informed decisions - ready for your first management role.

CAREER SUPPORT: EIFM's experienced Career Support Centre team will connect you with



STUDY STRUCTURE

The aim of the programme is to introduce students to the concept of strategic management through the analysis of practical cases and takes into account the basic direction and objectives of the organisation, the environment (social, political, technological, economic and global factors), the structure of the industry and market and the strengths and weaknesses of the organisation.



BASIC INFORMATION:

- ✓ SCHEDULE: individual, online
- ✓ LENGTH OF STUDY: 12 - 18 months
- ✓ LANGUAGE: english
- ✓ TUITION FEE: € 7,000
- ✓ ECTS: 60 CREDITS

Tuition fees include study materials and access to all seminars or online lectures organised by the European Institute of Finance & Management. If the student decides to pay the tuition fee in one lump sum before starting the course, a discount of 5% of the tuition fee will be applied additionally.

The curriculum emphasizes the value and process of strategic management. In addition to learning new material, students are expected to integrate and apply their prior knowledge to strategic decision-making in organizations. The Strategic Management program is designed to examine the vision, mission of the organization, explore principles, techniques and models of organizational and environmental analysis, and discuss the theory and practice of strategy formulation and implementation, such as corporate governance and business ethics to develop effective strategic leadership.

The course is specifically designed to not only introduce students to key strategic concepts, but also aims to help students integrate and apply their prior knowledge to a variety of business situations. The course aims to support the objectives of the Master's program with a solid foundation in ethics, globalization, and interdisciplinary issues.



CORPORATE
GOVERNANCE



INNOVATIONS & RESEARCH



CORPORATE FINANCE



PERSONAL GROWTHS

WHY STUDY AT THE EIFM?

GENERAL OVERVIEW

Our goal is lifelong learning. We are here to develop our students and provide them with up-to-date information, skills and knowledge to help them achieve their goals and ambitions in their personal and career lives.

GLOBAL IMPACT

We are aiming not only at the national, but above all at the international level of education provided. Students should be exposed to different ways of thinking and acting, be open to continuous learning and be familiar with global business trends.

EFFECTIVE TEACHING

The aim of our education is to prepare graduates to address contemporary economic, environmental and social challenges that impact society as a whole. We therefore provide our students with innovative and relevant knowledge and know-how to develop their talents and take them to the next level.

CRITICAL THINKING

Sufficient knowledge and its critical evaluation is the path to freedom. We therefore instill in our students the critical thinking skills and creativity that will prepare them not only to anticipate, but more importantly, to address the challenges they will be forced to face in today's global world.

OUR STUDY YOUR CAREER

We want to be your guide on one of the most important journeys you will take in your life. A journey towards your personal growth, career improvement and fulfillment of your goals. Throughout this journey, we will do everything we can to ensure that you reach your full potential and get the most out of your studies at our Institute.

ARE YOU A MBA STUDENT?

Your class or study group will be as diverse as it is rich. Students come to us from all walks of life and from all corners of the world. We are well aware that each of our students is unique, yet you will all have at least one thing in common: the desire, the will and the drive to reach your full potential and make a difference, to leave your mark on our world.



WHAT DO OUR STUDENTS HAVE IN COMMON?

Although each student is different, the general career goal is usually very similar. EIFM is usually attended by professionals of all ages whose goal is to become leaders, either in the company they are currently working for or in the form of starting their own business and building something to be proud of. Indeed, our students are united by a desire, a desire to make a profound and positive impact on today's business world through their actions.

AND WHAT ARE OUR STUDENTS DEFINITELY NOT MISSING?

Personal development – You are constantly learning and working hard.

Self - confidence – You believe in yourself and know that success awaits you.

Work experience – You have months or years of professional experience under your belt.

Leadership – You understand people and know how to get the best out of them.

International outlook – Your business has no limits.

Character – You don't just think about yourself, you think about the company.

Good communication skills – Not only do you communicate well, but you also listen.

Team player mentality – You realize that teamwork will take you further.



PROGRAMME SUBJECTS

MANAGEMENT & CORPORATE FINANCE

The course deals with the fundamentals of management theory and practice and the basic principles and practices of business and organizations in a local and international context. You will gain extensive knowledge and experience in designing and implementing strategy at different levels of the corporate organization and other types of organizations such as public, non-profit and cooperative. Specialized options provide insight into the complex and changing relationships between business corporations, their stakeholders, and the societies in which they operate.

STRATEGIC THINKING

This course will enable you to identify and think strategically about the challenges and opportunities facing your organisation. The future is uncertain and requires us to think deeply to determine the path. This makes it all the more necessary to plan. By combining powerful analytical methods with proven thinking tools, you can help your organization better deal with today's world of volatility, uncertainty, complexity and ambiguity. Many managers today say they know that taking the time to think and plan strategically is really important. But research shows us that they are not really spending enough time on it. This course is designed to help managers develop effective ways to achieve strategic thinking for their organizations.

CORPORATE FINANCE

The course describes the theory and practice of corporate finance. It aims to provide a conceptual foundation and a framework for corporate investment and financing decisions. The content will be very useful for aspiring investment analysts, financial managers, corporate finance professionals and future CFOs. The course deals with understanding the major financial decisions faced by corporate managers and what corporate finance professionals do and why. We will combine theory with practice to ultimately understand what corporate finance professionals should be doing to increase company value and shareholder wealth. Key topics include time value of money and interest rates, valuation of projects and companies, project analysis, capital budgeting, capital structure decisions, risk-return relationships, financial analysis, etc.

ETHICS IN DECISION-MAKING

Ethical decision-making refers to the process of evaluating and choosing between alternatives in a way that is consistent with ethical principles. In ethical decision making, it is necessary to perceive and eliminate unethical options and select the best ethical alternative. In this course, we present some key principles and pathways that help guide ethical decision making. These are a series of basic questions that we should ask when confronted with ethical dilemmas. These are often complex situations with no clear-cut solution and no right or wrong answer. However, these decision-making processes will greatly help us all to make informed decisions that can justify subsequent actions.

STRATEGIC MANAGEMENT

The Strategic Management course introduces students to the key concepts, tools and principles of strategy formulation and competitive analysis. It examines managerial decisions and actions that affect the performance and survival of business enterprises. It focuses on the information, analysis, organizational processes and skills, and business judgment that managers must use to design strategies, position their businesses, define firm boundaries, and maximize long-term profits under conditions of uncertainty and competition.

The course brings together and develops all the ideas, concepts and theories from other subjects such as accounting, economics, finance, marketing, organisational behaviour and statistics.



MBA - STRATEGIC MANAGEMENT

STRATEGIC RISK MANAGEMENT

Every project comes with risks - some of which can ruin the project and some of which can even ruin your career. As a project manager, you need to be able to identify and manage the risks of your project. Mastering risk management techniques is essential to becoming a successful project manager. This course is designed to teach you practical approaches to identifying and managing risk.

INNOVATION AND NEW PRODUCT DEVELOPMENT

The course is designed to provide comprehensive coverage of innovation management and new product development. Emphasis will be placed on both the theory and implementation of innovation management. The structure of the course will support students in acquiring the knowledge and skills required for innovation management and new product development. Upon successful completion, students will be able to critically discuss and analyze new product development and innovation concepts, demonstrate the ability to engage in entrepreneurial and innovation processes in new product development, create, analyze and critically evaluate new business models and innovation plans, and develop skills in case study analysis.

CORPORATE STRATEGY

The main way in which corporate strategy ultimately creates value is by enhancing the ability of portfolio companies to create and sustain competitive advantage. The main themes you will address are diversification, vertical integration, restructuring, synergies, alliance strategy and global strategy. We will therefore introduce a number of tools to help us analyse these topics. The main objective of the course is to introduce you to the primary decisions, tools and concepts of corporate strategy. By the end of the course, graduates should be able to understand how multi-enterprise firms can create value, be able to identify opportunities to improve corporate strategy, understand and be able to analyze the main benefits and risks of different diversification strategies, understand the economic and organizational realities behind the term "synergy", and be able to identify and analyze synergy opportunities.

HR MANAGEMENT

This course not only covers theories but also allows students to practice hiring procedures. It focuses primarily on administrative services, personnel administration and performance management, and in particular the recruitment process. The course helps students to study and acquire the knowledge and principles that are necessary for managing the human resources of a company. The main objective of Human Resource Management is to provide important and adequate resources for the company, therefore it incorporates a combination of various subjects that include business environment, communication skills and management accounting.

STRATEGIC MARKETING & MARKETING MANAGEMENT

Strategic marketing management is a framework for marketing decision-making and planning in a global environment: exploring strategy options, analyzing opportunities, setting and implementing strategy. The course examines the development and implementation of marketing strategy by providing a framework against which strategic options and programs can be identified and evaluated. Core topics include forecasting and contextual options, product category life cycles and strategic implications, product-market definition, distribution channel relationships, customer relationships, competitive analysis, models for marketing strategists, portfolio models, strategic offer evaluation, and marketing strategy execution systems.

ADMISSION PROCESS

There are no tests, exams or interviews as part of the admissions process. All you have to do is meet the requirements for each study programme and the institute's management will then decide on your admission.

STUDY PROGRAMME

Before starting your studies, you should give due consideration to the programme you are applying for. If you are not 100% sure about this, you can contact our study department to arrange an online video call or other form of session to discuss in detail everything you need to ensure that the final choice of study programme

ADMISSIONS COMMITTEE

Upon receipt of your online application for admission, the admissions committee will review all the documents you have sent as a basis for issuing a decision on admission to study. The admissions committee may take 1-3 days to issue an admission decision after you submit your online application.

DECISION ON ADMISSION

In the event of a positive decision by the admissions committee, our study department will contact you to inform you of your admission to study. At the same time, the study department will deal with all the necessary administrative matters such as the study contract and payment of tuition fees.

APPLICATION SUBMISSION

You can fill in the application form online here on our website and attach the necessary documents. These are mainly documents confirming your university education or professional experience.

PERSONAL INTERVIEW

If the admissions committee is unclear, they may arrange a video call with you to get to know you better and make sure you are a suitable student for our institute. This is an ideal chance to show your commitment, enthusiasm and explain the motivation that drives you to study and that will be your study engine.

START OF STUDY

Welcome to EIFM! As long as all the above steps have been followed correctly and all the necessary administrative matters have been taken care of, there is nothing stopping you from starting your studies and developing your talents and skills.

Our goal is lifelong learning. We are here to develop our students and provide them with up-to-date information, skills and knowledge to help them achieve their goals and ambitions in their personal and career lives.



EXPERIENCE AND TRADITION

Graduate studies at EIFM offer primarily individual leadership development that prepares you for key situations in business and in today's global society and enables you to face future challenges in a rapidly evolving world. Our team of professors and lecturers consists of highly enthusiastic as well as respected academics and professionals who are committed to passing on their knowledge and experience. Our lecturing team presents more than 50 professionals in their respective fields and there is no shortage of guest lecturers and lectures from foreign companies or universities.

EIFM offers a rich and personally fulfilling working environment that is based on our core values and enhanced by international perspectives. We will help you reposition yourself for your future career path and establish lifelong connections that will benefit you throughout your working career.

ALUMNI TESTIMONIALS

"Studying at EIFM has been an excellent experience. I have gained knowledge, experience and skills from great professionals from leading companies and I can already say that much of what I have learnt during my studies I am actively using in my work and will continue to do so."

PAUL SIMONS
Student

"Studying at EIFM was not only a career benefit for me, but it also allowed me to develop on a personal level. Before starting my studies I didn't have the courage to start my own business, but that has now changed and almost 3 years on I have to say that studying has allowed me to start fulfilling my lifelong dream of owning my own

JESICCA CASY
Student



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