



## EXECUTIVE MBA (EMBA)

This new Executive MBA from The Cyprus Institute of Marketing (BVI) - Global Business University-Europe is a transformative programme designed for those in-career business executives who want to realise their leadership potential.

The Executive MBA prepares you for your professional transformation into becoming a general manager and leader within your organisation. Whether accelerating your existing career or developing beyond your technical specialism, the Executive MBA can act as your catalyst for advancement into a more senior role, function or geographic location, or the development of your own business venture.

As with all The Cyprus Institute of Marketing (BVI) - Global Business University-Europe graduate programmes, the format is designed to help you balance your demanding career and commitments with study and professional development.

The Executive MBA is made up of six compulsory modules.

### Compulsory Modules

1. ORGANISATIONAL BEHAVIOUR
2. BUSINESS POLICY & STRATEGY
3. EXECUTIVE LEADERSHIP
4. GLOBAL MARKETING STRATEGIES
5. FINANCIAL MANAGEMENT
6. RESEARCH METHODS