



Edinburgh Business School MBA



Mission

To develop leaders capable of creating positive impact on the business results of their organizations in a growing and changing global marketplace

Overview

Edinburgh Business School MBA (EBS MBA) is a British text-based MBA program provided by Heriot-Watt University in the United Kingdom. The program enables participants in Cairo to attain a globally recognized degree from a Royal Charter University. The School of Business Executive Education at The American University in Cairo is an approved learning partner of the EBS.

Who Should Attend?

The EBS MBA is for individuals who seek more knowledge and practical skills in the business administration field and who are interested in earning a recognized degree that will advance their careers.

Why the EBS MBA?

Participants may:

- Work at their own pace,
- Take a break at any time,
- Study individual courses or combine courses to achieve a qualification,
- Have access to faculty members and peer support online or on campus,
- Pay fees course by course,
- Take examinations in one of 350 testing centers around the world,
- Identify problems and select solutions.

Learn How To:

The EBS MBA is a professional graduate degree that instructs students in theoretical and practical knowledge as well as skills and abilities to control, lead, manage, plan and organize successfully, and to adapt to ever-changing, complex domestic and global business environments, organizations, relationships and situations.

Program Outline

- The general MBA requires successful completion of seven core courses and two elective courses.
- The specialized MBA requires successful completion of seven core courses and four elective courses within the given specialization area(s).

Core Courses

Accounting

The accounting course's drive is managerial in nature. Successful managers and employees need to cut through the information system to reach the accounting numbers that really matter, i.e. those that could influence a decision. But they need to understand how these numbers are put together before being in a position to spot which ones are critical. The course will provide participants with the needed background and cutting tools.

Economics

Economics pervades many facets of human behavior. Economics may be divided into microeconomics and macroeconomics. The objective of microeconomics is twofold: to spell out strengths and weaknesses of the free enterprise system in a politically unbiased fashion and to highlight the economic principles and tools essential for rational decision making in a company.

Finance

The principal objective of this course is to capture the most important modern ideas in corporate finance. It is structured as a logical progression of ideas, starting at a rudimentary level and progressing to an advanced level of financial sophistication. Finance is a theoretical subject with important applications to decision making, as it establishes the link between company decision making and capital markets.

Marketing

This course deals with marketing management, focusing particularly on the steps in analytical and decision-making processes involved in formulating, implementing and controlling a strategic marketing program for a given product market entry.

Organizational Behavior

The course provides students with an understanding of the importance of individual differences, work attitudes and their antecedents and consequences, as well as the role of process and content theories of employee motivation and performance. These are the fundamental aspects of human behavior in work settings.

Project Management

This course provides students with an understanding of the project management's main elements. Project management considers organizational and people issues surrounding projects and provides practical insight into project management tools and techniques. The course looks at the functional and general management skills and knowledge required by successful project managers today. Project management tools and techniques are likely to be employed to provide control and completeness, from inception to implementation.

Strategic Planning

Strategic planning is a process that involves setting company objectives, choosing among alternative courses of action, allocating resources and evaluating outcomes. While strategic planning is an evolving subject, it is firmly based on concepts and ideas in other core courses. The

course aims to demonstrate how these ideas and concepts can be applied within a strategic planning framework. While there are no "correct" answers to strategy issues, the strategic planning approach provides a structure within which complex problems can be resolved.

Elective Courses

Students may choose from 37 courses, offered within the following specialization areas:

- Marketing
- Finance
- Strategic Planning
- Human Resource Management
- Oil and Gas Management

Admission Requirements

- International TOEFL test (91 Internet-based) or academic IELTS (with a minimum score of 6) is required for students who want to attend on campus. For self-study students, no exam is required.
- A bachelor's degree and transcript from a recognized university with a minimum grade of "good" or a minimum grade point average of 2.3 is required.
- For applicants who graduated from university with an overall grade of "pass," two years of professional work experience is required.
- A copy of the passport or national ID
- One personal head and shoulders photo

Duration

- Two semesters per year: spring and fall
- Registration for the spring semester starts in the third week of December and ends in the third week of January. Classes start in the first week of February.
- Registration for the fall semester starts in the first week of June and ends in the second week of July. Classes start in the first week of September.

Certification

- Participants will be granted an attendance certificate from the ExecEd if they attend a minimum of 80 percent of the direct contact hours of the course.
- Upon completion of all MBA courses, an MBA certificate is granted from Heriot-Watt University.



The American University in Cairo, School of Business, Executive Education
24 El Falaki Street . Bab El Louk . P.O. Box 2511. Cairo 11511, Egypt
tel 20.2.2797.6700/6701
www.aucegypt.edu/business/execed
hwmba@aucegypt.edu