

MBA - Master of Business Administration

Executive Management Institute was established in 1989, providing executive management education programmes throughout Sweden. Edinburgh Business School began working with Executive Management Institute in 2002, when the Institute became an Approved Learning Partner. Executive Management Institute provides support for the MBA programme, including all specialisms and the MSc programmes.

Level

Level 7 (according to the EU reference)
90 ECTS Credits

Structure (new from 2020)

Nine courses

1. Accounting*
2. Economics
3. Finance*
4. Marketing
5. Organisational Behaviour
6. Project Management
7. Strategic Planning
8. Elective course 1
9. Elective course 2

**) We are replacing Finance and Accounting with Financial Decision Making and Leadership will be a core module. The current course will only be available until July 2021 for purchase and June 2023 for examination.*

Fees

MBA online SEK 117.000 excl VAT.
Examination fees are not included.

Start

Distance learning starts individually.

Edinburgh Business School are the Graduate School of Business of Heriot-Watt University, a leading British University accredited by Royal Charter.

*Tomorrow's Business Leaders
for Tomorrow's Markets*



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Welcome to the home of the world's most popular MBA programme. Here, you can study when you like, where you like. You take exams when you're ready. As the Graduate School of Heriot-Watt University, we offer the flexibility to study how you want and where you want. Choose seminars or study online, with full support materials and access to faculty.

Participant Profile

Manager or key persons. For business people who wants to gain advanced management skills with international business orientation. The programme gives you the knowledge, understanding and insight needed to succeed in the highly competitive business world.

Goals

- To develop your strategic thinking, which is highly important in decision-making within business and industry or the public sector.
- To develop your insight into how various business models assist managers in analyzing, integrating and evaluating different situations.
- To apply relevant knowledge in a business setting.
- To enhance your individual career development prospects.

Structure

Nine courses are required to earn the MBA and there are seven compulsory core courses plus two electives. We provide everything you need to study effectively. Each course represents around 200 hours of study time. Within each course the text is divided into modules, each of which has its own supporting materials.

Each course is assessed by a three-hour written examination. These are set and graded by Edinburgh Business School. When you feel you have mastered your subject and are ready to be tested in your knowledge, you take the exam. There are four exam sessions every year. Examination can be taken at more than 400 centres around the world.



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Core modules

Accounting*

Profit and loss accounts and balance sheets give insights into the financial strength of competitors but you have to know what you are looking for. Many managers do not even know the financial position of their own organisation. To decide how much to charge for your products you have to know how much they cost, notoriously difficult to determine. Effective decisions require an understanding of financial and management accounting techniques plus their strengths and weaknesses.

Marketing

In highly competitive markets the success or failure of a product or service may be determined by the marketing decisions you take. This course will help you make the right ones. The course will enable you to analyse and critically evaluate marketing problems and opportunities. It will also help you develop and implement marketing strategies and programmes which take best advantage of your firm's situation.

Finance*

Different investment projects generate different cash flows and different levels of risk. The problem is that choices have to be made among competing uses for funds because businesses typically face constraints on the availability of capital. Financial tools make it possible to reduce a bewildering array of cash flows spread over a variety of time periods to more easily comparable net present values. These tools enable the efficiency principles of economics to be applied in a rigorous manner.

Organisational Behaviour

If you work in an organisation, you probably think you know a lot about them. But do you? An organisation continually has to adapt to changes in the competitive environment. Its effectiveness depends on the motivation and behaviour of the workforce. To capitalise on the capabilities of the workforce, it must have appropriate incentives, develop effective teams, design an attractive job environment and manage the dynamics of organisational change. By understanding the principles of organisational behaviour you acquire a deeper knowledge of how you relate to other members of the organisation.

Project Management

Implementing organisational change can be visualised as a project with time, cost and quality trade-offs. Project management tools and techniques are essential in keeping change processes on track. If you don't realise that organisational processes are actually projects, you may get nasty surprises when things turn out unexpectedly. Rigorous project management techniques will not solve all problems but they do clarify the process of achieving the project's goals.

Strategic Planning

The major problem facing chief executives is to make sense of a spectrum of information and apply appropriate tools and techniques in driving an organisation through a complex and continually changing competitive environment. The complexity of real life can be structured as a process involving objective setting, analysing competitive positioning, choosing a strategy, implementing it and adapting to feedback over time.

Economics

It is often wrongly concluded that economics is irrelevant to running a business. In fact, economic factors affect businesses and decision making at three levels. At the macro level, factors such as the business cycle, interest rates and exchange rates directly affect product demand and cost of production. At the market level, the type of competition determines profitability and business strategy. At the company level, efficiency principles have a direct bearing on business success, principles such as marginal analysis, opportunity cost and profit maximization.

Elective modules

To achieve the MBA, you must successfully complete 7 core courses and 2 electives chosen from a wide range of subjects.

Example of elective courses (over 40 courses):

- Competitive Strategy
- Credit Risk Management
- Influence
- Leadership
- Making Strategies Work
- Negotiation
- Services Marketing
- International Marketing
- Mergers and Acquisitions
- Performance Management
- Quantitative Methods
- Employee Relations

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