

## MSc in Management

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### Program Overview

Welcome to the European City University Online MSc in Management program. This curriculum is designed to equip students with the advanced skills and knowledge necessary for effective management and leadership in today's dynamic global business environment. Our program combines theoretical insights with practical applications, ensuring graduates are well-prepared for a range of management roles.

The Online MSc in Management at the European City University provides a comprehensive curriculum that covers key areas of management, including corporate strategy, finance, marketing, operations, and leadership. The program's flexible online format allows students to balance their studies with professional and personal commitments, offering a high-quality education that fits their lifestyle.

### Program Duration and Structure

- **Duration:** 6 – 18 Months
- **Credits:** 30 Credits
- **Delivery Mode:** Online
- **Language:** English

The program is structured to provide flexibility for working professionals, enabling them to balance their studies with their careers.

### Key Features

- **Flexible Online Learning:** Study at your own pace with access to course materials anytime, anywhere.
- **Comprehensive Curriculum:** Diverse course offerings covering essential management topics.
- **Practical Focus:** Emphasis on real-world applications and case studies.
- **Expert Faculty:** Learn from experienced professionals and academic leaders.

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### Core Courses

1. **Effective Communications:** This course focuses on developing advanced communication skills essential for effective management. Topics include interpersonal communication, public speaking, negotiation, and conflict resolution.
2. **Corporate Strategy:** Explore the principles of corporate strategy, including strategic planning, competitive analysis, and decision-making processes. This course equips students with the tools to formulate and implement effective business strategies.
3. **Leadership Skills:** Develop critical leadership skills required for managing teams and organizations. The course covers leadership theories, styles, and practices, with an emphasis on ethical leadership and change management.

4. **Manager's Toolkit:** A practical course providing essential tools and techniques for effective management. Topics include project management, problem-solving, decision-making, and performance measurement.
  5. **International Finance:** Gain an understanding of financial management in an international context. This course covers topics such as global financial markets, risk management, investment strategies, and financial reporting.
  6. **International Marketing:** Examine the principles and practices of marketing in a global environment. The course covers market research, consumer behavior, branding, and digital marketing strategies.
  7. **Managing Organizations:** Study organizational behavior and management practices. Topics include organizational culture, structure, dynamics, and the role of management in fostering a productive work environment.
  8. **Operations and Supply Chain:** Learn about the management of operations and supply chains. This course covers topics such as production planning, inventory management, logistics, and supply chain optimization.
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## Learning Outcomes

Upon completion of the program, graduates will be able to:

- **Communicate Effectively:** Demonstrate advanced communication skills tailored to various business contexts.
- **Develop Corporate Strategies:** Formulate and implement effective corporate strategies to achieve organizational goals.
- **Lead and Manage Teams:** Exhibit strong leadership and management skills, including the ability to lead diverse teams.
- **Apply Management Tools:** Utilize a range of management tools and techniques to solve complex business problems.
- **Understand International Finance:** Analyze and manage financial activities in a global business environment.
- **Execute Marketing Strategies:** Develop and implement international marketing strategies that drive business growth.
- **Manage Organizations:** Understand and apply principles of organizational behavior to enhance productivity and employee satisfaction.
- **Optimize Operations:** Manage operations and supply chains effectively to improve efficiency and competitiveness.

### Admission Requirements

- Bachelor's degree from an accredited institution.
  - Completed application form with personal, educational, and professional information.
  - Official transcripts from previous educational institutions.
  - Overview of academic and professional background.
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### Application Process

Interested candidates can apply online through the European City University website. The application process includes submitting academic transcripts, a statement of purpose, letters of recommendation, and a resume or CV.

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### Contact Information

For more information about the Online MSc in Management program, please contact:

- **Email:** [enquiry@cityu.edu.eu](mailto:enquiry@cityu.edu.eu)
  - **WhatsApp:** +33 7 44 91 86 01
  - **Website:** [cityu.edu.eu](http://cityu.edu.eu)
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