



**GLOBAL BUSINESS
UNIVERSITY**
EUROPE



**POSTGRADUATE
PROGRAMMES**

MBA, MSc, and LLM Degrees

Prospectus

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Welcome & Recognition

The demand for professionals with advanced qualifications has never been higher.

Obtaining a postgraduate degree from Global Business University-Europe will make you more employable, more marketable, and more empowered. It will give you access to a worldwide network of executives and the chance to become a member of the global business elite. Above all, it will provide you with the knowledge, skills, and tools necessary to fulfil your potential and achieve your ambitions.

All of our postgraduate programmes have been designed by accomplished academics and experienced professionals who know the value of blending theory with practice so as to prepare graduates for the real world. Flexibility is a key ingredient to our courses, too. They have been designed to accommodate your individual circumstances by permitting self-pacing.

Global Business University-Europe is recognised as a truly global player in business education. We offer programmes of the highest academic standing that are recognised by the international business sector and EU and US Universities.

GBU-Europe is member of some of the world's most prestigious associations. We have progression agreements with top universities like the University of West London, and we offer our students the unique opportunity to graduate with dual degrees issued by world-renowned universities and Business Schools.

Our qualifications have come to be recognised as of the highest calibre and quality, with our alumni excelling across many diverse fields.

Our highest recognition is from the industry itself, and the many senior executives who trust in our graduates and whose testimonials you can read down below.

We believe that we can make a significant contribution towards your efforts in acquiring the business training you need to secure the future you want. We invite you to join our global community of driven, dedicated, and determined individuals who recognise the value of continuous education.



Testimonials

We wouldn't be where we are without the trust and support of our alumni (both the Distance-Learning students and those who have pursued a course at one of our Tuition Centres globally) - a total of over 15,000!

Our current and former students are the most suitable to speak for our success.

Some of their comments follow:

The Institute is extremely well organised, providing easy access to excellent resources. Their educational programmes are upfront and effective. They have a team of skilful academics who are most willing to impart their knowledge, professionalism and expertise. Thanks to GBU-Europe, I am more capable with my current profession as Head of Sales and Marketing. I have a wider perception with regards to issues related to International Marketing. GBU-Europe has helped me to hone my marketing skills and business competence.

Having completed my studies at GBU-Europe, my experience has been absolutely wonderful. It seems just like yesterday that I enrolled for my studies. Today, a few years after my enrolment and subsequent completion of my course, I can testify to the fact that this university really subscribes to global development and economic growth by training and developing students' capabilities. When I first enrolled, my heart was filled with so much fear of the unknown which was generated from past experiences with other institutions. I once enrolled with other schools and the support system was non-existent. However, at GBU-Europe the student support system is a priority and that's the key to their students' success -- you are constantly engaging with the school. The programmes are designed with the global economic and business arena at heart and are very practically-oriented, taking into consideration the many challenges companies operating in the global village face today.

Tobie Aupindi
Distance-Learning Student
Namibia, 2006-09

Mireille Akl
CIS Student
Uganda, 2012-13

The programmes at GBU-Europe provide practical knowledge and skills that translate directly to the workplace. I could take what I had learned in class the night before and apply it at work the next morning. I have benefited greatly from the MBA in Logistics, which has made me so much more effective in my job. The GBU-Europe MBA was an investment that has paid off. It has broadened my vision and has helped me to look at things from a fresh perspective. Since graduating, I have been promoted to the position of Personal Assistant to the United Nations Operation Unit, led by the International Operations Manager.

Martha Nangobi
Distance-Learning Student
Uganda, 2008-11 and 2012-16,

Testimonials

My main reason for choosing GBU-Europe out of the lot is the global recognition, accreditation and the world-class standing and nature of GBU-Europe programmes. As an MBA Tourism Management student, I really admired and appreciated the effective and efficient way the Institute has been coordinating the Distance-Learning scheme. I received all course materials and books on time, the examinations were on schedule and were conducted hitch free and exam results arrived on time, too. In addition to these, I also admired the Student Intranet Platform, which enables students to access online material and resources and provides everything on the spot. That is really amazing. In my candid opinion, GBU-Europe is a cutting-edge global Institution. I would not hesitate to recommend GBU-Europe to any prospective student wanting to build a strong and successful career in the future. I am already making progress in my career as a result of studying with GBU-Europe.

Bafoday Keita

Distance-Learning Student, UK, 2015

Having a background in Information Technology and serving in Public Policy formulation and implementation, the blending of the MBA programme provided the missing link that I needed to spur critical and strategic thinking. GBU-Europe has built a reputation in providing globally-recognised knowledge.

Ambrose Ruyooka

CIS Student, Uganda, 2008-11

And these are some of their success stories...

I am very pleased to inform you that I have been assigned duties of Director for primary schools in the Ministry of Education in Mauritius. In 2006, I was promoted from Head Master to School Inspector. After 3 years, I was promoted to Senior School Inspector and then to Principal School Inspector.

Today, I am occupying the highest post in the Primary school Inspectorate. I am grateful to everyone at GBU-Europe, for it is thanks to my GBU-Europe degree that I have been able to get these promotions.

Deyvindrah Sanasy

Distance-Learning Student, Mauritius, 2008-09 & 2016-17

I would like to share my joy and happiness and let you know that the University of Oxford has confirmed my application and offered me a place for studies.

I believe this has gone through without difficulties because of my ability to persuade the University to accept me with a qualification I had already obtained from your esteemed Institute. I will remain indebted to GBU-Europe for opening me the doors to one of the world's most prestigious Universities.

Emanuel Aru

Distance-Learning Student, Germany, 1995-96

Testimonials

I hope and pray that this communication finds you in good health. I am communicating to inform you that the Bachelor Degree in Business Administration I obtained from GBU-Europe has enabled me to get a job as lecturer at Nkokonjeru Institute of Management. When I joined this Institute, I was introduced to management and the mode of study at GBU-Europe enabled me to be named the co-ordinator of Graduate Studies at the college. Thank you for everything.

Bujjasi Bbaale Muharman
Makerere University, Uganda, 2005-06

I have no words to express my joy and happiness on my graduation day. How sweet it is to see the final day where one harvests his successful result of paid sacrifices. I am honoured to have done it through your continued guidance and personal assistance. I will remain indebted to GBU-Europe. Thanks to GBU-Europe I have become Area Manager at Ethiopian Airlines. Thank you so much.

Mengistu Adela
Distance-Learning Student, Uganda, 2004-05

Shortly after completing my MBA in PR & Advertising, I was appointed Head of Marketing, Corporate Communications and Product Development at ECOBANK. Studying with GBU-Europe provided me with in-depth knowledge and practical skills. The support through the internet and local library at the Centre (CIS) was immense.

PrimeRose Kobusingye
CIS Student, Uganda, 2012-13



Study Mode

Distance-Learning Education

The primary mode of studying at Global Business University-Europe is via Distance Learning.

We are pioneers and world-leaders in Distance-Learning education, with over three decades experience of delivering high-quality degrees through correspondence. As part of a European-wide network of institutions specialising in Distance-Learning business degrees, we are an active member of the European Distance Education Network (EDEN), the European Association for International Education (EAIE), the International Society for Business Education (ISBE), and the European Association for Distance Learning (EADL).

While we follow a traditional study-at-home model, whereby we send you physical books and notes, we are keeping up with changes in technology and implementing new features into our Distance-Learning study mode. Our custom-built intranet platform will not only keep you informed about the programme you are pursuing and alert you to key deadlines and exams; it also includes various learning resources and databases of hundreds of journals, to which we are continuously adding.

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Did you know?

Studying Distance Learning means that you can study with us **anywhere in the world** (all exams will be held at a centre near you) and **start your course at any time in the year**.

How it works

Once enrolled, you will be supplied with a set of lecture notes, books, lists of assignments and you will be given access to our online platform.

You will be allocated a personal tutor who will monitor your studies. Contact can be made with the tutor - through telephone, skype or e-mail. Regular contact between the student and tutor is encouraged but is at the discretion of the student how and when to contact his/her supervisor.

You will also be given the name and contact detail of a dedicated administrative member who will be your point of contact when you have practical questions about your course.

At Global Business University-Europe, we promise to deliver the smoothest student experience. You will only have to worry about your studies.

Assessment

All of our Distance-Learning courses involve closed-book, written examinations, which you will take at an examination centre near you. This will be at an Approved Examination Centre. It may be at one of our partner institutions, a Local Tuition Centre, or a British Council near you. 

You can choose when to take your exams: either in June or in January of each year. Examinations will be set, marked, and monitored by specialist academics in Cyprus but will be conducted locally at the country of your residence.

Study at an Approved Tuition Centre

Apart from the method of Distance-Learning study, whereby you correspond directly with us, we operate globally through a network of Local Tuition Centres.

These Tuition Centres are provided with teaching materials by us, and they in turn undertake the delivery of the syllabus - always in strict accordance to guidelines issued by us. The exams are set and marked in house by our expert academics to maintain uniformity in academic standards.

We have a presence in numerous countries in the world and are constantly on the lookout for new centres. We currently have Approved Tuition Centres in:

- Austria
- Botswana
- Cameroon
- Ghana
- Hong Kong
- India
- Ireland
- Kenya
- Malawi
- Malaysia
- Mauritius
- Namibia
- Nigeria
- Pakistan
- Rwanda
- Russia
- South Africa
- Sri Lanka
- Tanzania
- UAE
- Uganda
- Zambia
- Zimbabwe

All of our Approved Tuition Centres adhere to strict guidelines, regulations, and quality policies issued by Global Business University-Europe.

Postgraduate Programmes

At Global Business University-Europe, we have been offering top range postgraduate courses for decades. We offer a wide range of Master of Business Administration (MBA) degrees, three top-notch Master of Science (MSc) degrees, and four different Master of Law (LLM) degrees.

You can find information about all of these in the pages that follow.

MBA degrees

What is an MBA?

The MBA programme was developed originally in the United States and soon afterwards spread in the rest of the world. It continues to expand rapidly globally. With the growing internationalisation of the world economy, an increasing number of companies and organisations require top managers to have an MBA Degree. The MBA covers not only Business Administration, but also a variety of subjects, all of which are of vital importance to managers in business and the public sector.

Why study for an MBA?

Our MBA programmes are action-oriented and designed to accelerate the managerial and leadership development process of candidates. Gaining an MBA from Global Business University-Europe will make you a great deal more competitive in the market place, as your knowledge of management skills and operating techniques will be significantly improved.

Management in both the private and public sectors requires the highest level of relevant training, as well as vision, analytical skills and the ability to implement far-reaching decisions. Our MBA programmes stimulate students to look beyond narrow boundaries and horizons, preparing them for higher-level career-planning.

All of our MBAs are designed for practising managers with previous relevant education, training and work experience, who are required to make a major contribution to the policy of their organisations. Programmes focus on enabling managers to operate at a strategic level and manage their organisations effectively in the complex and uncertain business environment of today.

Aims

- Enable students to gain a broad understanding of managerial techniques relating to decision-making;
- Provide a global view of organisations and their environment so as to enable students to face the challenges of the 21st century;
- Underline the importance and significance of having increased managerial effectiveness and competence and understand the various strategic approaches;
- Enrich students' development and managerial prospects by encouraging learning through their own past experience, their current and future needs, and the needs of market and of society.

At the end of the programme you will be able to:

- Comprehend and appreciate general and special concepts and theories of Management and see to what extent these theories are applicable in the real world;
- Understand and evaluate the objectives and importance of formulating strategies in local and global contexts;
- Be able to diagnose and analyse intricate situations and deal with unforeseen exogenous factors affecting the internal environment of your organisation;
- Deal effectively with human resources and learn to tackle human friction;
- Face the challenges of career requirements more confidently and increase your advancement prospects for acquiring a senior managerial position.

MBA Core Courses

All of our MBA programmes are made up of THREE core courses: Organisational Behaviour; Business Policy & Strategy; and Research Methods.

In addition to the three core courses, MBA students study between five and seven electives, allocated to them by us based on their existing experience and credentials. Elective courses are shown under each MBA in the pages that follow.

Note: Core Courses differ for the MBA in PUBLIC ADMINISTRATION.

Organisational Behaviour

All good managers should possess a fundamental understanding of the interactions that occur among people in their workplace.

This compulsory module in Organisational Behaviour will give you exactly that expertise. It focuses on the interaction of people in organisations and the consequences of their behaviour for organisational effectiveness. It will provide you with an understanding of a systematic set of behavioural science concepts for analysing human behaviour in organisations. Furthermore, it will give you the opportunity to relate these theoretical ideas to real organisational problems through the analysis of real case-studies.

By the end of the course, you will have increased your ability to influence and manage others effectively.

Business Policy & Strategy

This course will give you an overview of all essential aspects of Business Policy and Strategic Management.

Running a business involves much more than dealing with the day-to-day issues of an organisation. All good managers must be able to focus on strategic issues involving major resource allocation or long-term financial planning. They must also set business objectives (in liaison with stakeholders) and, further, implement the organisation's strategy or grand plan.

This course will provide you with strategy insights and will encourage you to reflect on strategic dilemmas. It covers strategy analysis, formulation of strategies at different levels of the organisation, and strategy implementation. Additionally, you will reflect on the purpose of organisations, their governance, and their role towards shareholders and society in general.

Research Methods

Research is the logical and systematic search for new and useful information on a particular topic. It is an investigation for finding solutions to scientific and social problems through objective and systematic analysis. It is search for knowledge and a discovery of hidden truths.

This compulsory course in Research Methods will equip you with the necessary tools to conduct research for your assignments.



MBA IN BANKING

Banking is a career which has become increasingly attractive for MBA holders. An MBA degree provides a safe route to promotion within the sector.

Our MBA programme in Banking covers the monetary and financial systems, giving students a broad understanding of the Banking environment. The inclusion of subjects that pay attention to management and investment gives students the opportunity to appreciate the role of Banking in the world of business.

Core Courses

1. ORGANISATIONAL BEHAVIOUR
2. BUSINESS POLICY & STRATEGY
3. RESEARCH METHODS

Electives

(from which you will be assigned between 5 and 7)

1. MONETARY & FINANCIAL SYSTEMS
2. PRACTICE OF BANKING
3. MARKETING OF FINANCIAL SERVICES
4. INVESTMENT
5. FINANCE OF INTERNATIONAL TRADE
6. INFORMATION TECHNOLOGY
7. EUROPEAN BUSINESS ENVIRONMENT



MASTER OF BUSINESS ADMINISTRATION (MBA)

The Master of Business Administration (MBA) – our flagship programme – has helped prepare hundreds of individuals for a career at senior managerial level.

This degree will develop your understanding of the factors contributing to business success and enable you to build analytical skills. It will also provide you with a broad-based knowledge of other management subject areas and furnish you with practical management skills.

Core Courses

1. ORGANISATIONAL BEHAVIOUR
2. BUSINESS POLICY & STRATEGY
3. RESEARCH METHODS

Electives

(from which you will be assigned between 5 and 7)

1. **EXECUTIVE SKILLS**
2. MANAGEMENT INFORMATION SYSTEMS
3. PROJECT ADMINISTRATION
4. OPERATIONS MANAGEMENT
5. PROJECT PLANNING & CONTROL
6. PROJECT EXECUTION & ASSESSMENT
7. FINANCIAL MANAGEMENT



MBA IN CORPORATE GOVERNANCE

The MBA in Corporate Governance will provide you with a sound understanding of corporate governance and leadership from corporate, investor and stakeholder perspectives. The set of skills you will receive will give you the ability to appreciate and influence the factors governing corporate affairs.

Our MBA in Corporate Governance offers an educational pathway to Business or Business-related degree graduates. It can land you a job as a corporate administrator, chief executive officer, director, financial controller, treasurer, and at any other key corporate position. By the end of your degree, you will have a sound knowledge of Corporate Governance, so that you can effectively participate in the planning, implementation and monitoring of corporate policies and strategies.

Core Courses

1. ORGANISATIONAL BEHAVIOUR
2. BUSINESS POLICY & STRATEGY
3. RESEARCH METHODS

Electives

(from which you will be assigned between 5 and 7)

1. FINANCIAL MANAGEMENT
2. BUSINESS & CORPORATE LAW
3. STRATEGIC MANAGEMENT
4. PRINCIPLES & PRACTICE OF CORPORATE GOVERNANCE
5. EXECUTIVE SKILLS
6. CORPORATE SECRETARIAL PRACTICE
7. INTERNATIONAL CORPORATE GOVERNANCE & ACCOUNTABILITY





MBA IN DIGITAL MARKETING

This MBA in Digital Marketing is a unique and innovative programme that addresses the need of modern professionals to be familiar with the digital world. It is particularly suited to aspiring individuals who want to develop a deeper understanding of new concepts of digital marketing and marketing through the social media. They may include Managers and Executives working in Marketing, Advertising, Communications, Sales, and IT professionals looking to expand into a marketing role.

Equally, this MBA would be ideal for anyone who is responsible for developing a digital media or social media plan for their organisation. It is also an excellent grounding for any applicant who wishes to enter this new and exciting field.

The MBA in Digital Marketing provides a comprehensive examination of Integrated Marketing Communications and Consumer Behaviour. It concentrates on Web Marketing and its metrics and evaluation and focuses on both theoretical concepts and practical digital marketing skills.

Core Courses

1. ORGANISATIONAL BEHAVIOUR
2. BUSINESS POLICY & STRATEGY
3. RESEARCH METHODS

Electives

(from which you will be assigned between 5 and 7)

1. CONCEPTS OF DIGITAL MARKETING
2. MARKETING PLANNING CONTROL
3. DIGITAL MARKETING STRATEGY
4. PRACTICE OF MARKETING
5. SOCIAL MEDIA MARKETING
6. MARKETING ANALYSIS & DECISION
7. MOBILE MARKETING



MBA IN ENERGY MANAGEMENT

The global energy sector will continue to pose many challenges to the business world. Although renewable forms of energy, such as solar or wind, are replacing traditional sources of gas and oil, oil and gas are still key players with new energy entrants in the market. At the same time, demand for energy may be on the decline from traditional markets, but is in rising demand from other markets.

The MBA in Energy Management will give you the expertise and tools to deal with the current and future challenges of the global energy sector. It will prepare you for a career in Energy Management and give you the tools to become an efficient, forward-thinking, and informed leader.

Core Courses

1. ORGANISATIONAL BEHAVIOUR
2. BUSINESS POLICY & STRATEGY
3. RESEARCH METHODS

Electives

(from which you will be assigned between 5 and 7)

1. RENEWABLE ENERGY
2. ENERGY MANAGEMENT IN BUSINESS
3. OIL & GAS ENERGY LAW
4. FINANCIAL MANAGEMENT
5. EXECUTIVE SKILLS
6. OIL & GAS ENERGY SAFETY AND RISK
7. PROJECT MANAGEMENT



MBA IN EUROPEAN STUDIES

The MBA in European Studies is for individuals who seek career progression in the European business environment, or whose organisations work with European companies.

This MBA will introduce you to the intriguing economic, business, marketing, social, legal and political world of the European continent and, in particular, of the European Union (EU). EU decision-making mechanisms are thoroughly studied and their importance to the proper functioning of the Union are explained. The course also pays attention to the Central European Countries and also looks to countries beyond Europe, as EU relations and policies with USA, Japan and the rest of the world are examined.

Core Courses

1. ORGANISATIONAL BEHAVIOUR
2. BUSINESS POLICY & STRATEGY
3. RESEARCH METHODS

Electives

(from which you will be assigned between 5 and 7)

1. THE EUROPEAN BUSINESS ENVIRONMENT
2. EUROPEAN UNION LAW
3. EU DECISION-MAKING MECHANISMS
4. EUROPEAN ECONOMICS & POLITICS
5. MANAGING CHANGE
6. GLOBAL MARKETING STRATEGIES
7. INFORMATION TECHNOLOGY



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 SKILLS**
4. GLOBAL MARKETING STRATEGIES
5. FINANCIAL MANAGEMENT
6. RESEARCH METHODS



MBA IN FINANCE

Finance is a career which has become increasingly attractive for MBA holders. The aim of this MBA in Finance is to integrate the concept of financial management with an understanding of the overall strategy of the organisation. The course is tailored to the needs of private and public sector managers, providing the foundation on which such individuals can build a career in senior management.

The MBA in Finance helps to increase awareness of the multifunctional nature of investment decisions and demonstrates the significance of financial information. As a result of the organisational strategy content, it offers the opportunity to appreciate the vital contribution of business strategy.

Core Courses

1. ORGANISATIONAL BEHAVIOUR
2. BUSINESS POLICY & STRATEGY
3. RESEARCH METHODS

Electives

(from which you will be assigned between 5 and 7)

1. PRINCIPLES OF CORPORATE FINANCE
2. FINANCIAL PLANNING & CONTROL
3. INFORMATION TECHNOLOGY
4. MONETARY & FINANCIAL SYSTEMS
5. GLOBAL FINANCIAL SERVICES
6. MARKETING OF FINANCIAL SERVICES
7. FINANCIAL MANAGEMENT



MBA IN FINANCIAL & COMPUTER MANAGEMENT

Studying for this innovative MBA will make you competent in the exciting and challenging subject of Information Technology, but, at the same time, it will give you all the necessary tools to work in any financial position. Combining deep financial knowledge with solid expertise in computers, this MBA will help you walk into a job with all the necessary tools to take you up to the top levels of management.

The course focuses on delivering key concepts and expertise in the vast and complex area of Information Technology, while simultaneously informing students of crucial financial factors in business - and how the two impact each other. This combination of intensive financial and computer knowledge empowers individuals to reach top level management roles.

Core Courses

1. ORGANISATIONAL BEHAVIOUR
2. BUSINESS POLICY & STRATEGY
3. RESEARCH METHODS

Electives

(from which you will be assigned between 5 and 7)

1. INFORMATION TECHNOLOGY
2. FINANCIAL MANAGEMENT
3. DATABASE MANAGEMENT
4. SOFTWARE PROJECT MANAGEMENT
5. MARKETING OF FINANCIAL SERVICES
6. INVESTMENT
7. FINANCIAL PLANNING & CONTROL





MBA IN FINANCIAL MANAGEMENT & INVESTMENT

The MBA in Financial Management & Investment is tailored to the needs of private and public sector managers. It provides a strong foundation on which you can build a career - either as senior Financial Manager or in another role in the financial world.

This degree will help you increase awareness of the multifunctional nature of investment decisions and will demonstrate to you the importance of financial information and of a sound business strategy in generating growth.

Core Courses

1. ORGANISATIONAL BEHAVIOUR
2. BUSINESS POLICY & STRATEGY
3. RESEARCH METHODS

Electives

(from which you will be assigned between 5 and 7)

1. PRINCIPLES OF CORPORATE FINANCE
2. FINANCIAL PLANNING & CONTROL
3. INFORMATION TECHNOLOGY
4. INVESTMENT
5. GLOBAL FINANCIAL MARKETS
6. MARKETING OF FINANCIAL SERVICES
7. FINANCIAL MANAGEMENT



MBA IN GLOBAL CORPORATE STRATEGIES

The MBA in Global Corporate Strategies has been designed for those wishing to undertake intensive academic studies in Global Business and Management. The programme's content reflects the increasing globalisation of both the knowledge and practice of business and management education.

It will provide you with the knowledge and skills necessary for entry into the global business environment, making sure you are equipped deal with the demands of the complex and rapidly changing global environments.

Core Courses

1. ORGANISATIONAL BEHAVIOUR
2. BUSINESS POLICY & STRATEGY
3. RESEARCH METHODS

Electives

(from which you will be assigned between 5 and 7)

1. GLOBAL MARKETING STRATEGIES
2. GLOBAL MARKETING RESEARCH
3. PRACTICE OF MARKETING
4. GLOBAL MARKETING COMMUNICATIONS
5. INFORMATION TECHNOLOGY
6. INTERNATIONAL FINANCIAL MANAGEMENT
7. EUROPEAN BUSINESS ENVIRONMENT



MBA IN GLOBAL MARKETING STRATEGIES

The MBA in Global Marketing Strategies covers the entire range of International Marketing – from start-up operations to new market entry considerations and the international issues confronting giant global players. Students are exposed to the full spectrum of Global Marketing.

Marketing strategies appropriate to both advanced industrialised and developing economies are considered and major organisational changes to be made when a company moves from national to international and ultimately global marketing are identified.

Upon completion of this MBA, students will have a clear understanding of how to analyse global market opportunities, assess global marketing opportunities and corporate dimensions of the global marketing effort, as well as develop global pricing, distribution and promotion strategies and organise and control global marketing activities.

Core Courses

1. ORGANISATIONAL BEHAVIOUR
2. BUSINESS POLICY & STRATEGY
3. RESEARCH METHODS

Electives

(from which you will be assigned between 5 and 7)

1. GLOBAL MARKETING STRATEGIES
2. GLOBAL MARKETING RESEARCH
3. GLOBAL MARKETING COMMUNICATIONS
4. MARKETING PLANNING & CONTROL
5. EUROPEAN BUSINESS ENVIRONMENT
6. INFORMATION TECHNOLOGY
7. PRACTICE OF MARKETING



MBA IN HEALTH UNITS MANAGEMENT

Our MBA in Health Units Management will equip you with the knowledge and skills necessary for managing a Health Unit: a hospital, clinic or medical centres, either public or private.

The programme is designed to meet the needs of those who are already working in Health Services (such as practitioners, managers or administrators). It is also suitable for graduates with a career interest in the changing nature of health and social care policies, delivery systems and professional practices in new mixed economies of welfare.

Core Courses

1. ORGANISATIONAL BEHAVIOUR
2. BUSINESS POLICY & STRATEGY
3. RESEARCH METHODS

Electives

(from which you will be assigned between 5 and 7)

1. OPERATIONS MANAGEMENT
2. HEALTH PROMOTION
3. FINANCIAL MANAGEMENT
4. HOSPITAL & CLINIC MANAGEMENT
5. RELATIONSHIP MARKETING
6. HEALTHCARE UNDER MARKET CONDITIONS
7. HEALTH CARE INNOVATION





MBA IN HUMAN RESOURCE MANAGEMENT

This exciting MBA will equip you to become a top Human Resource Manager.

Successful leaders see personnel as assets meriting conscientious management in tune with the organisation's needs, not as units that need to be controlled. The most competitive and well-run organisations are working hard to recruit able individuals and to ensure that their employees remain with them.

Over the last few years, companies and executives around the world have come to fully acknowledge the important role that managing human resources can play in the success of a business. Our MBA in Human Resource Management will prepare you for a career as an HR Executive.

Core Courses

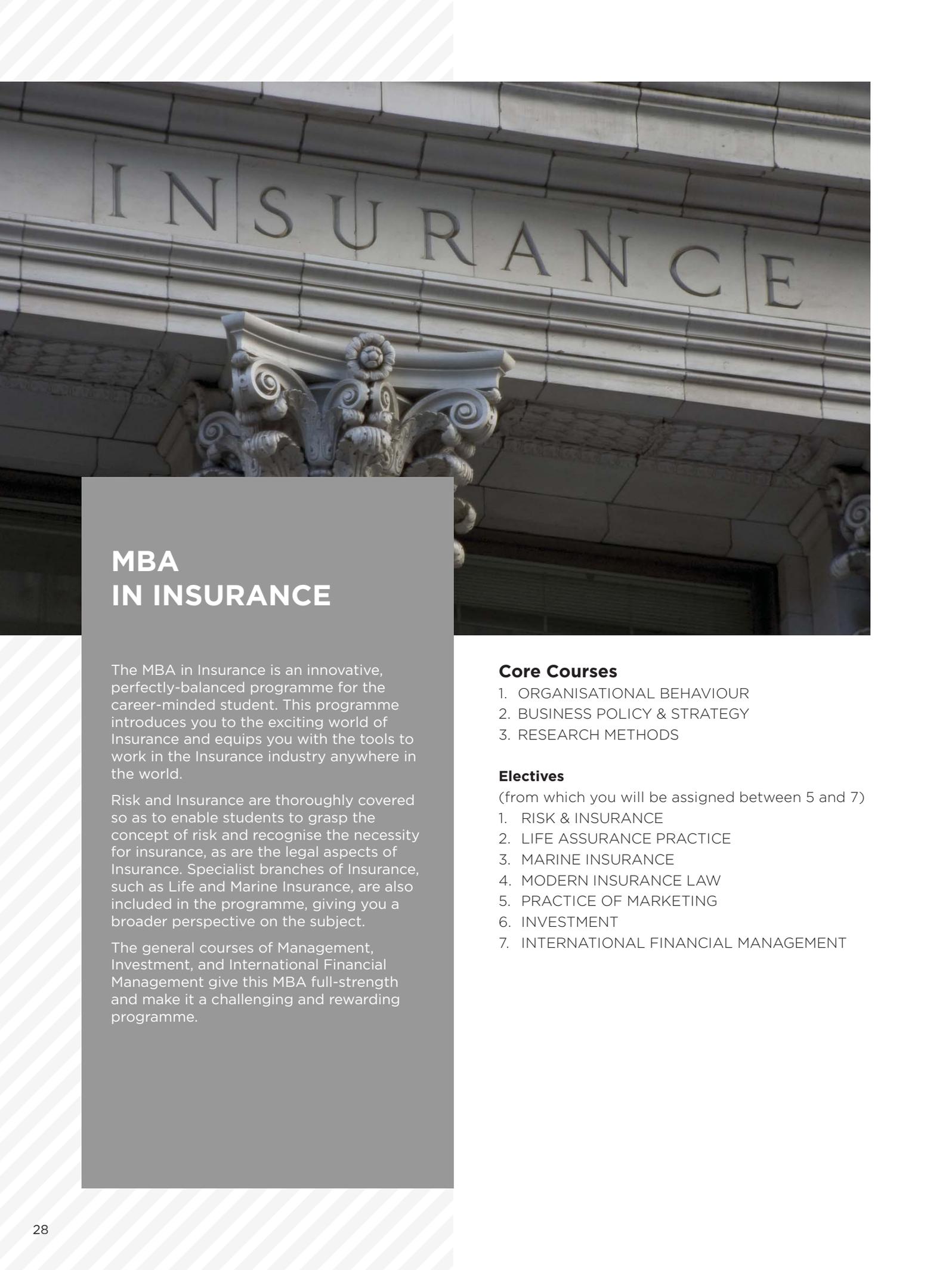
1. ORGANISATIONAL BEHAVIOUR
2. BUSINESS POLICY & STRATEGY
3. RESEARCH METHODS

Electives

(from which you will be assigned between 5 and 7)

1. EMPLOYMENT RELATIONS
2. HUMAN RESOURCES MANAGEMENT
3. INDUSTRIAL RELATIONS
4. PUBLIC RELATIONS & ADVERTISING
5. MANAGING CHANGE
6. PRACTICE OF MARKETING
7. INFORMATION TECHNOLOGY





INSURANCE

MBA IN INSURANCE

The MBA in Insurance is an innovative, perfectly-balanced programme for the career-minded student. This programme introduces you to the exciting world of Insurance and equips you with the tools to work in the Insurance industry anywhere in the world.

Risk and Insurance are thoroughly covered so as to enable students to grasp the concept of risk and recognise the necessity for insurance, as are the legal aspects of Insurance. Specialist branches of Insurance, such as Life and Marine Insurance, are also included in the programme, giving you a broader perspective on the subject.

The general courses of Management, Investment, and International Financial Management give this MBA full-strength and make it a challenging and rewarding programme.

Core Courses

1. ORGANISATIONAL BEHAVIOUR
2. BUSINESS POLICY & STRATEGY
3. RESEARCH METHODS

Electives

(from which you will be assigned between 5 and 7)

1. RISK & INSURANCE
2. LIFE ASSURANCE PRACTICE
3. MARINE INSURANCE
4. MODERN INSURANCE LAW
5. PRACTICE OF MARKETING
6. INVESTMENT
7. INTERNATIONAL FINANCIAL MANAGEMENT



MBA IN ISLAMIC BANKING & FINANCE

The key feature or principle that distinguishes Islamic banks from any other kind of bank is the rejection of interest-based financial transactions. For many, this system is superior to conventional banking on several counts, chiefly because it leads to more prudent lending by encouraging financiers to invest directly in an entrepreneur's ventures.

Today, there are more than 200 Islamic financial institutions spread across the Middle East and beyond. They include Banks, Mutual Funds, Mortgage companies, and Insurance companies. The dramatic growth of Islamic finance over the last two decades is one of the most striking phenomena in international banking.

The MBA in Islamic Banking & Finance will be of enormous benefit to anyone wishing to associate themselves with this dynamic discipline. It is ideal for both those already in the Banking profession and those seeking to broaden their horizons.

Core Courses

1. ORGANISATIONAL BEHAVIOUR
2. BUSINESS POLICY & STRATEGY
3. RESEARCH METHODS

Electives

(from which you will be assigned between 5 and 7)

1. PRINCIPLES OF ISLAMIC BANKING & FINANCE
2. SHARI'AH LAW AND ISLAMIC JURISPRUDENCE
3. ISLAMIC COMMERCIAL LAW
4. ISLAMIC FINANCIAL PRODUCTS
5. COMPARISON OF CONVENTIONAL BANKING WITH ISLAMIC BANKING
6. ISSUES AND CHALLENGES OF ISLAMIC BANKING TODAY
7. EXECUTIVE SKILLS



MBA IN LOGISTICS

The MBA in Logistics has been designed to offer students a thorough knowledge and understanding of the mechanics of the production process; of purchasing and supply chain administration; and of the distribution and the overall operational activity of logistics.

It addresses the challenges faced by practitioners and executives, providing students with the vital knowledge and necessary skills to operate in an organisation. You will learn how to locate problems and provide solutions for them - on a local and global scale. Executives studying for this MBA in Logistics will further develop their analytical skills and sharpen their decision-making abilities.

Core Courses

1. ORGANISATIONAL BEHAVIOUR
2. BUSINESS POLICY & STRATEGY
3. RESEARCH METHODS

Electives

(from which you will be assigned between 5 and 7)

1. DISTRIBUTION & MATERIALS MANAGEMENT
2. LOGISTICS SYSTEMS MANAGEMENT
3. INFORMATION MANAGEMENT & TECHNOLOGY
4. MANAGING CHANGE
5. SUPPLY CHAIN MANAGEMENT
6. FINANCIAL PLANNING & CONTROL
7. GLOBAL MARKETING STRATEGIES



MBA IN MARKETING STRATEGY

Our MBA in Marketing Strategy is a leading qualification for those in-career individuals whose interests lie in the Marketing area of an organisation.

This degree will broaden your existing understanding of Marketing and its function in modern business. It will also develop further your capacity for analysing complex Marketing and Business problems, leading you to take the appropriate course of action.

By the end of this course, you will appreciate the inter-relationship between the various Marketing mix elements and appreciate the important part that Marketing plays in a company's growth strategy.

Core Courses

1. ORGANISATIONAL BEHAVIOUR
2. BUSINESS POLICY & STRATEGY
3. RESEARCH METHODS

Electives

(from which you will be assigned between 5 and 7)

1. GLOBAL MARKETING STRATEGIES
2. MARKETING PLANNING & CONTROL
3. MARKETING COMMUNICATIONS
4. PUBLIC RELATIONS & ADVERTISING
5. INFORMATION TECHNOLOGY
6. MARKETING OF SERVICES
7. PRACTICE OF MARKETING



MBA IN PROJECT MANAGEMENT

In today's business environment, the skills of Project Management have never been more in demand. Organisations, businesses and governments are becoming increasingly aware of the strategic importance of effective project management for gaining a competitive advantage.

Our MBA degree in the rapidly growing area of Project Management will help you develop skills that are highly sought-after globally in a wide variety of sectors, from IT and Construction, Healthcare, Energy, Financial and Professional Services, to Non-governmental Organisations, Retail and Manufacturing.

This MBA is particularly suited for professionals who need to be able to run complex projects with a range of stakeholders, managing all phases to time and to budget. It will help you develop a range of skills that will set you on your way to become an independent learner and thinker. You will learn to tackle the two key ideas in modern Business Project Management: choosing the right project; and doing the project right.

Core Courses

1. ORGANISATIONAL BEHAVIOUR
2. BUSINESS POLICY & STRATEGY
3. RESEARCH METHODS

Electives

(from which you will be assigned between 5 and 7)

1. **EXECUTIVE SKILLS**
2. MANAGEMENT INFORMATION SYSTEMS
3. PROJECT ADMINISTRATION
4. OPERATIONS MANAGEMENT
5. PROJECT PLANNING AND CONTROL
6. PROJECT EXECUTION & ASSESSMENT
7. FINANCIAL MANAGEMENT



MBA IN PUBLIC ADMINISTRATION

The MBA in Public Administration is designed for anyone working in local, regional, or central government, or for a charity or a public-private partnership, who wishes to develop his or her academic and vocational skills.

It addresses some of the key issues facing the public sector, such as effective leadership; anticipating and responding to change; performance management; governance and ethical practice; and sustainability. This MBA will give you the opportunity to develop specialist expertise but also the ability to respond to an ever-changing and challenging environment: that of the business world.

Although the students and faculty in the MBA in Public Administration programme focus on local and national projects, they do so in a global context, drawing on the international strengths of The Cyprus Institute of Marketing (BVI) - Global Business University-Europe. The curriculum draws on vast international resources to address a wide variety of local and national level policy issues in a rapidly globalising context.

Core Courses

1. OPERATIONS MANAGEMENT
2. ORGANISATIONAL BEHAVIOUR
3. RESEARCH METHODS

Electives

(from which you will be assigned between 5 and 7)

1. HUMAN RESOURCE MANAGEMENT IN THE PUBLIC SECTOR
2. ETHICS AND MANAGEMENT IN THE PUBLIC SECTOR
3. MANAGING CHANGE IN THE PUBLIC SECTOR (e-GOVERNANCE)
4. STRATEGIC MANAGEMENT IN THE PUBLIC SECTOR
5. PERFORMANCE MANAGEMENT IN THE PUBLIC SECTOR
6. EXECUTIVE SKILLS
7. PUBLIC GOVERNANCE



MBA IN PUBLIC RELATIONS & ADVERTISING

The MBA in Public Relations & Advertising will prepare you for a career in the exciting worlds of PR and Advertising.

The two disciplines are combined under one MBA and are approached from a Marketing perspective. Areas covered include principles and PR in action; media relations; public relations in central and local government; ethics and codes of professional conduct; crisis management and sponsorships; advertising planning and budgeting; media research; consumer research; sales promotion; advertising effectiveness; advertising and society; international, multinational and global advertising.

This MBA is ideal for those aspiring to positions in the open and fast-changing worlds of PR and Advertising.

Core Courses

1. ORGANISATIONAL BEHAVIOUR
2. BUSINESS POLICY & STRATEGY
3. RESEARCH METHODS

Electives

(from which you will be assigned between 5 and 7)

1. PRACTICE OF MARKETING
2. MARKETING COMMUNICATIONS
3. PUBLIC RELATIONS & ADVERTISING
4. THE PRACTICE OF PUBLIC RELATIONS
5. INFORMATION TECHNOLOGY
6. DIGITAL MARKETING
7. RELATIONSHIP MARKETING





MBA IN SHIPPING

International shipping has always been critical to the development of world trade. The inter-relationships between falling transportation costs, economic growth and globalisation in the twentieth century have made Shipping one of the most profitable and exciting occupations. Our MBA in Shipping considers trading patterns and Shipping organisation in their legal, financial and managerial contexts.

The course delivers a comprehensive and integrated overview of the core subjects essential to a thorough understanding of Business Administration and Shipping Management. It will develop your generic business skills whatever your background or career stage and it will enhance your critical analytical skills.

Further, the interdisciplinary nature of the programme will prepare you to be a future professional who can function effectively in the complex business environment of the global marketplace. The diversity of supporting activities within the highly dynamic trade and maritime industry and its various sectors, consisting of many hundreds of large, medium and small firms, makes this choice possible.

Core Courses

1. ORGANISATIONAL BEHAVIOUR
2. BUSINESS POLICY & STRATEGY
3. RESEARCH METHODS

Electives

(from which you will be assigned between 5 and 7)

1. INTRODUCTION TO SHIPPING
2. LAW OF SEA TRANSPORT
3. MARINE INSURANCE
4. CUSTOMS AND SHIP DOCUMENTATION
5. GLOBAL MARKETING STRATEGIES
6. INFORMATION TECHNOLOGY
7. FINANCIAL MANAGEMENT



MBA IN TOURISM MANAGEMENT

Tourism is the world's largest service as well as one of the fastest growing economic sectors globally. It is therefore unsurprising that Tourism is one of the world's most important sources of employment.

The aim of the MBA in Tourism Management is to develop top Managers for the tourism industry. The programme includes detailed analysis of all issues pertaining to Tourism Management. You will acquire in-depth knowledge of the economics of Tourism and of the latest Tourism marketing trends and you will critically test this knowledge against real-life case studies.

By the end of the course, you will be ready to apply the best management techniques to the ever-growing business of Tourism.

Core Courses

1. ORGANISATIONAL BEHAVIOUR
2. BUSINESS POLICY & STRATEGY
3. RESEARCH METHODS

Electives

(from which you will be assigned between 5 and 7)

1. TOURISM MANAGEMENT
2. MARKETING PRACTICE IN THE HOTEL & CATERING INDUSTRY
3. TRAVEL & TOURISM
4. GLOBAL MARKETING STRATEGIES
5. PUBLIC RELATIONS & ADVERTISING
6. INFORMATION TECHNOLOGY
7. DEVELOPMENT OF TOURISM & THE ENVIRONMENT





**MSc
IN BUSINESS
PSYCHOLOGY**

MSc in Business Psychology

The MSc in Business Psychology will deepen your understanding of human behaviour and motivation and give you a solid foundation in the theory and practice of psychology, whether you have a previous degree in Psychology or not.

We will help you develop skills and knowledge that are highly relevant across a diverse range of industries and careers, and to learn how psychological research, techniques and understanding can contribute to addressing local and global issues.

More specifically, you will study the following:

- Psychological mechanisms that underlie human behaviour and the variety of factors that influence mental health;
- Basic descriptive and inferential statistics in psychology and key concepts in experimental and correlation research methods;
- How people's thoughts, feelings, and behaviour are influenced by the presence of others in various social contexts and social psychological theories;
- Perception and attention, visual and auditory processing, language (comprehension and production), memory, thinking, reasoning;
- Key areas and issues in the study of human development, including cognitive, social and emotional development;
- Consumer cognition, customers' attitude change and persuasion, goal-directed consumer behaviour, social values, and consumer psychology;
- Management issues that psychologists get called to investigate, including how individuals behave in organisations and how organisations affect individuals and their motivation;
- Major learning theories and how they contribute to our understanding of how we learn, process and remember information.

Core Courses

The MSc in Business Psychology consists of six core courses:

1. RESEARCH METHODS FOR PSYCHOLOGY
2. ORGANISATIONAL BEHAVIOUR
3. CONSUMER PSYCHOLOGY
4. BUSINESS ETHICS
5. MANAGING EMPLOYEE PERFORMANCE
6. OCCUPATIONAL PSYCHOLOGY

Thesis

As well as the above subjects, you will be required to complete a Thesis of 10,000 words. This will be on a topic agreed with your Tutor and should have a research bias. You are expected to begin working on the Thesis after your exams, but are encouraged to begin thinking about the area of concentration long before the completion of the programme.



**MSc
IN FRAUD AUDITING
& FORENSIC
ACCOUNTING**

MSc in Fraud Auditing & Forensic Accounting

Forensic Accountants combine their accounting knowledge with investigative skills in various litigation support and investigative accounting settings. Forensic Accountants are employed by public accounting firms; by consulting firms specialising in risk consulting and forensic accounting services; or by lawyers, law enforcement agencies, insurance companies, government organisations or financial institutions.

Due to heightened awareness and growing intolerance of fraudulent activity, demand for Forensic Accountants is rapidly increasing. There is a need for people with specialist skills who can undertake fraud investigations, valuations, assist in dispute resolution, prepare expert reports, and conduct fraud and forensic analysis.

The MSc in Fraud Auditing & Forensic Accounting will give you the skills and tools to become a professional Forensic Accountant. It will also equip you with the skills to become an effective manager of people and a top senior executive.

Core Courses

The MSc in Fraud Auditing & Forensic Accounting consists of the following subjects:

1. FRAUD INVESTIGATION AND FORENSIC ACCOUNTING
2. FORENSIC CRIMINOLOGY AND LEGAL STUDIES
3. CORPORATE FRAUD AND INTERNAL CONTROL
4. COMPLIANCE, ETHICS AND PUBLIC GOVERNANCE
5. FINANCIAL STATEMENT AND INSTITUTION FRAUD
6. LITIGATION AND EXPERT WITNESSING

Thesis

As well as the above subjects, you will be required to complete a Thesis of 10,000 words. This will be on a topic agreed with your Tutor and should have a research bias. You are expected to begin working on the Thesis after your exams, but are encouraged to begin thinking about the area of concentration long before the completion of the programme.



**MSc
IN STRATEGIC
MANAGEMENT**

MSc in Strategic Management

The MSc in Strategic Management teaches Management as an integrating activity that relates to the organisation as a whole rather than as something relevant to one part of a company or as serving only one function.

The course recognises that management practices are no longer confined to national borders but are instead spread over a global scene. This degree therefore puts great emphasis on the dominance of new technologies, especially e-business, recognising how Management must now always take notice of technological advances.

You will receive a broad and thorough training about the kinds of problem solving that equip you for decision-making responsibilities in the business world.

The M.Sc in Strategic Management has been developed in association with international corporations, ensuring that it will teach you skills that are applicable in shifting contexts. It is intended for both active managers and recent graduates interested in advanced studies.

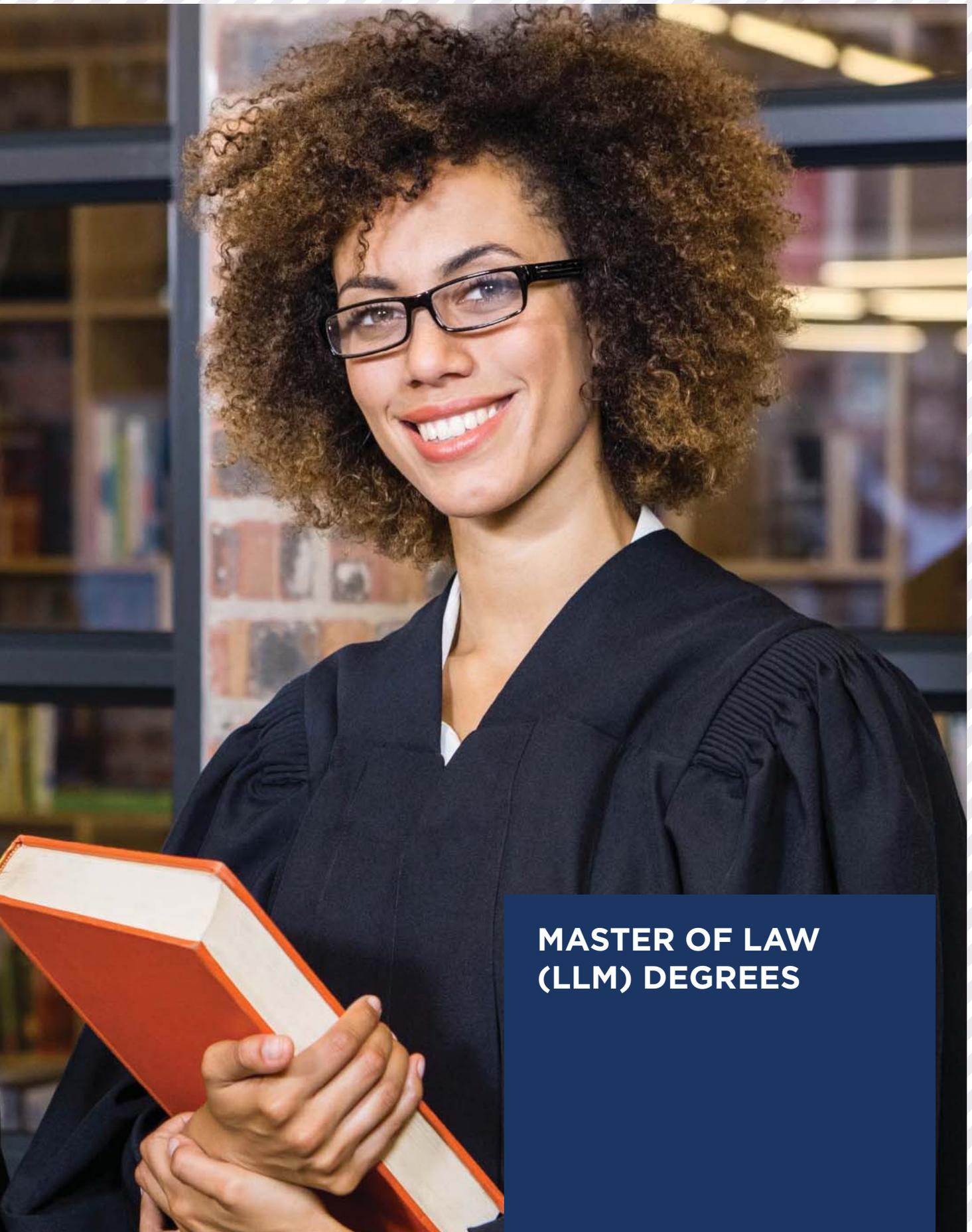
Core Courses

The MSc in Strategic Management consists of the following subjects:

1. BUSINESS POLICY & STRATEGY
2. EXECUTIVE SKILLS
3. INFORMATION TECHNOLOGY & E-BUSINESS
4. FINANCIAL MANAGEMENT
5. RESEARCH METHODS
6. GLOBAL MARKETING STRATEGIES
7. HUMAN RESOURCE MANAGEMENT

Thesis

As well as the above subjects, you will be required to complete a Thesis of 10,000 words. This will be on a topic agreed with your Tutor and should have a research bias. You are expected to begin work on the Thesis after your exams, but are encouraged to begin thinking about the area of concentration long before the completion of the programme.



**MASTER OF LAW
(LLM) DEGREES**

Master of Law (LLM) Degrees

Our LLM Degrees offer the opportunity to prospective students to pursue legal studies at the highest level.

All four LLM Degrees are available to students from both Common Law and Civil Law backgrounds. To be eligible for the LLM, candidates must either have a degree in Law or several years of proven work experience in the legal profession. The course is taught and examined on the basis that students are familiar with Contract Law and with the basic mechanics of Common Law.

All LLM Degrees are taught in English. Applicants who have not done their prior academic work in English will have to satisfy a language condition to be admitted to the LLM course.

LLM students take four courses, all of which are assessed by means of written examination. In addition, students must complete a 15,000-word dissertation.

The Cyprus Institute of Marketing (BVI) - Global Business University-Europe offers four different – but equally unique and innovative – LLM Degrees:

LLM in COMMERCIAL LAW

Core Courses

1. COMMERCIAL EQUITY
2. CORPORATE FINANCE LAW
3. COMMERCIAL INSURANCE LAW
4. CORPORATE TAX

LLM in EUROPEAN LAW

Core Courses

1. EU TRADE LAW
2. COMPETITION LAW
3. CONTEMPORARY ISSUES IN THE LAW OF EUROPEAN INTEGRATION
4. INTERNATIONAL INTELLECTUAL PROPERTY LAW

LLM in GENERAL LAW

Core Courses

1. COMPETITION LAW
2. CORPORATE FINANCE LAW
3. COMMERCIAL INSURANCE LAW
4. CORPORATE TAX

LLM in INTERNATIONAL LAW

Core Courses

1. PRINCIPLES OF INTERNATIONAL LAW
2. INTERNATIONAL INTELLECTUAL PROPERTY LAW
3. INTERNATIONAL COMMERCIAL LITIGATION
4. SETTLEMENT OF INTERNATIONAL DISPUTES

Thesis

In addition to the core courses, LLM students must write a 15,000-word dissertation. The dissertation must be submitted no later than six months after the successful completion of the programme. For this project, students are asked to investigate a legal issue meriting examination. The research must involve collection and analysis of original data or analysis of existing data in an original way and must make a positive contribution to legal knowledge and the profession.

Entry Requirements

For all Postgraduate degrees, entry requirements are flexible and are based not only on a candidate's proven academic ability, motivation, and experience as a manager or business executive, but also on the benefits that he or she is likely to derive from the programme.

The usual minimum academic qualifications required are:

- (a) A first degree from The Cyprus Institute of Marketing (BVI) - Global Business University-Europe

OR

- (b) A good first degree

*For LLM, candidates are required to have a Law degree or several years of proven work experience in the legal profession.

Exemptions

We do not usually grant exemptions at Postgraduate level. Only in rare circumstances, students may be exempted from one or more of their Core Courses only.

Admissions

The decision of the Admissions Board regarding admissions will be final. No reason for acceptance or rejection will be given to candidates or to anyone else. Global Business University-Europe reserves the right to vary its admission criteria from time to time. The Admissions Officer is responsible for the interpretation of the admission criteria and may impose other conditions to be satisfied before admission.

Commencement of Course

Students may apply for admission and start their studies anytime in the year.

Duration

The minimum duration for a Postgraduate degree is 1 year and the maximum 3. The majority of our students take between 18 and 24 months to complete their Postgraduate degrees.

Assessment & Examination Dates

All Postgraduate programmes require examinations. Exams are held at Approved Examination Centres (We will find an examination centre near you so you won't have to travel long) every January and June. 

Generally speaking, students tend to split their exams over the two periods. Students wishing to enter for the examinations must complete an examination entry form and send it to the Institute by at least the 30th of November (for the January examination) and 30th of April (for the June examination).

Language of Instruction

English

Apply

online: gbu-europe.eu/apply

email: study@gbu-europe.eu





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