

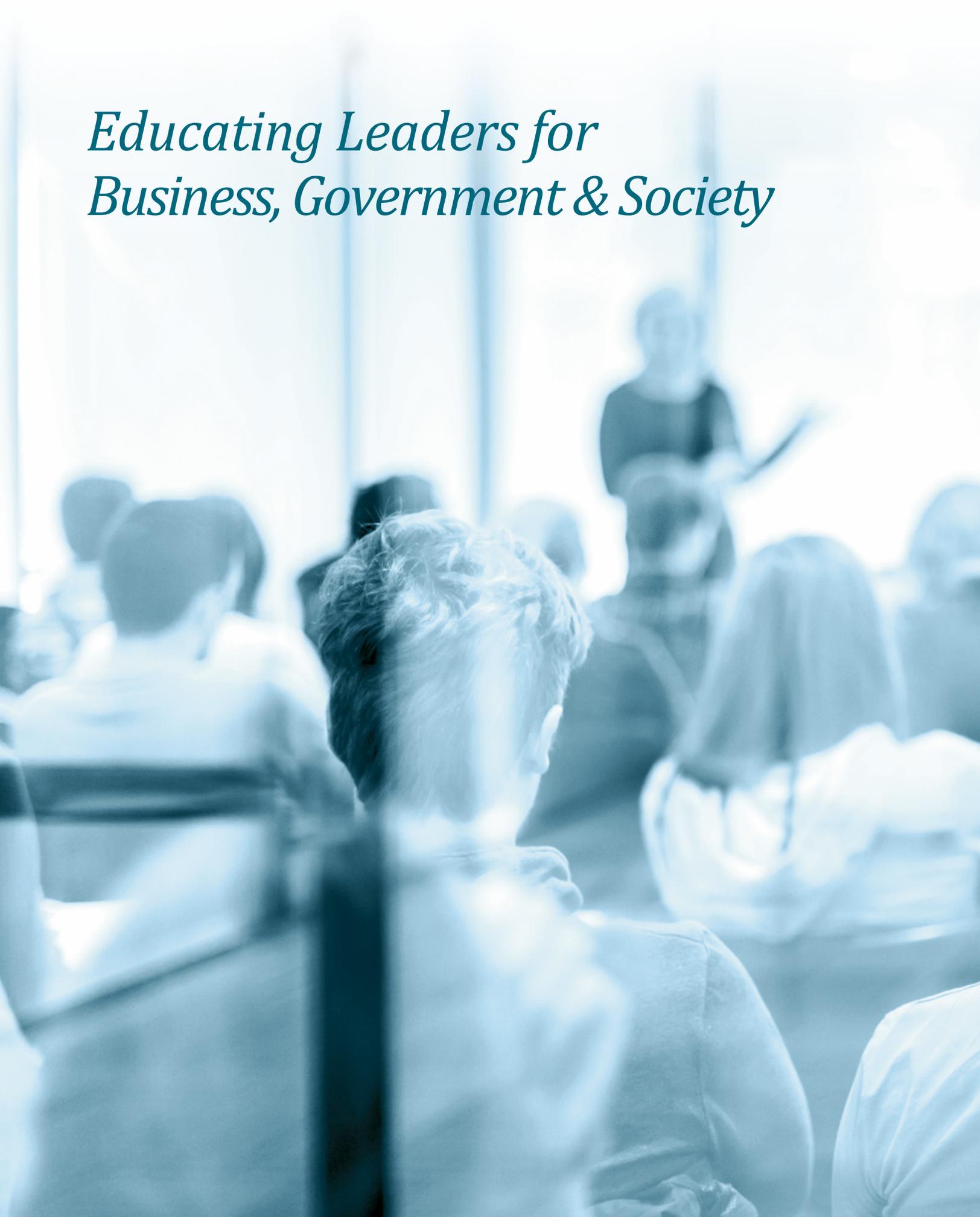


 UNIVERSITY
of York
Europe Campus
CITY College

Université
de Strasbourg

The Pan-European Executive MBA

A world-class dual degree programme



*Educating Leaders for
Business, Government & Society*





Visit our campus

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CITY College, University of York Europe Campus

Across Europe and beyond



**The Pan-European
Executive MBA**

UNIVERSITY
of York
Europe Campus
CITY College

Université
de Strasbourg

Welcome Messages

Message from the Dean of the University of York Management School

I would like to take this opportunity to welcome you to the University of York. We were founded in 1963, and are a high-performing member of the prestigious research-intensive Russell Group. We are globally renowned for life-changing research and academic excellence and consistently achieve high positions in European and world rankings.

We are immensely proud to be working with CITY College, University of York Europe Campus and the University of Strasbourg to deliver the Executive MBA programme. The programme will equip you with cutting-edge managerial skills and knowledge to succeed in your career and connect you with like-minded professionals. We look forward to welcoming you to York, for a study week, where you will be taught by leading academics from the University of York Management School and get to explore the rich culture and history of our city.

You will gain an award from the University of York, and in doing so will join our community of more than 130,000 alumni from over 180 countries.

Professor Mark Freeman



Message from the Deputy Vice-President for Learning and Teaching at the University of Strasbourg



We are very proud to join forces with CITY College, University of York Europe Campus and the University of York to design a high quality Executive MBA, and eager to meet you in Strasbourg. The Pan-European Executive MBA offers high potential executives a prestigious diploma in business administration within a Pan-European network of higher education institutions. This well designed programme, international by inception, is in perfect synergy with the world of business. With a strong main body of courses and several areas of specialisation, the MBA is almost tailor made for each student.

Strasbourg is at the heart of Europe, a cultural crossroads and city of science and poets. Strasbourg University, a leading French research university, with history stretching back to 1538, has produced eighteen Nobel Prize winners. Don't worry, we won't teach you the same courses as in 1538! On the contrary, we will be proud to introduce you to the latest developments in the fields of economics and management, innovation and European economics.

Welcome to the Pan-European Executive MBA, welcome to the University of Strasbourg, Faculty of Economics and Management.

Professor Thierry Burger-Helmchen

Message from the Academic Director of EMBA CITY College, University of York Europe Campus

We pride ourselves on the education we offer to our students which is premised on a comprehensive blending of cutting edge academic and practitioner oriented application. Each year we stay ahead of the knowledge curve by continually updating and revising our materials to ensure that our graduates are ready for tomorrow's challenges, today. We bring together leading academics and practitioners from across the United Kingdom, France, South-Eastern Europe, Canada, and the United States to deliver what we believe to be one of the most advanced, dual degree, EMBA programmes offered across Europe, and beyond.

Professor Leslie Szamosi



The Pan-European Executive MBA

A world-class dual degree awarded by two leading universities

CITY College, University of York Europe Campus jointly with the Faculty of Economics and Management of The University of Strasbourg, offers a unique educational opportunity for today's executives and business professionals: the Executive MBA programme across South East and Eastern Europe, as well as the Caucasus region, leading to two prestigious MBA degrees awarded by two universities: the University of York (UK), and the University of Strasbourg (France).

CITY College, University of York Europe Campus

CITY College, University of York Europe Campus is part of the University of York community, one of the leading UK Universities in Europe. This European base is a unique international institution based in Greece but with satellite activities in 8 countries, and it is widely recognised throughout the region for its academic excellence. Throughout its 30 year history, CITY College has continued to connect the UK with the whole region, Europe, and the world.

CITY College, University of York Europe Campus embraces internationalisation and gives its students the very best experiences, curricula and traditions of the acclaimed British higher education. It transfers knowledge, in-depth research and academic excellence across the region through its educational network in order to build capacity and support the academic and professional aspirations of students and their communities.

CITY College Europe Campus consists of four academic departments - the Business Administration & Economics Department, the Psychology Department, the Computer Science Department and the English Studies Department - offerings a wide range of undergraduate and postgraduate programmes, and two research centres, the South-East European Research Centre and the Neuroscience Research Centre.

There is a dynamic international environment across CITY College's educational bases comprising students and highly qualified faculty members from more than 60 countries, who speak over 20 languages. This provides students with the opportunity to benefit from different perspectives and gain a greater understanding of the wider world in a truly unique English language learning environment.

CITY College, University of York Europe Campus strives to create an inclusive international community which contributes to the public good; advances the development of people and the societies in the region; connects academic, research, government, and corporate networks throughout the region to create and share new knowledge; and creates new opportunities for all.



Executive Development Institute (EDI)

EDI, the Executive Development Institute, was established by CITY College, University of York Europe Campus as a dynamic response to the executive development needs of our times. Corporations, institutions, governments and individuals alike ask for a credible, recognizable and experienced partner that has the power and commitment to support them in their continuous efforts for growth. EDI is your executive development partner!

The University of York

A Top 150 University in the world

(133rd in the world, Times Higher Education - THE 2021)

The University of York is one of the world's premier institutions for inspirational teaching and life-changing research. The University of York is a member of the prestigious Russell Group, representing 24 leading UK universities maintaining the highest research and academic standards.



The University aims - research with relevance and reach, ethical and empowering education, positive and productive partnerships, lasting legacies - enable it to realise its vision of creating social benefit and public good through everything it does.

The University of York works across disciplines to find better ways to research and address the global challenges of our time; provide students with the opportunity to encounter different ways of understanding the world around us and new ways of shaping it; magnify its impact through local and global partnerships with boldness, ambition and innovation in the ways it creates, shares and applies knowledge; and open up opportunity for all to join a diverse and inclusive community of shared purpose.

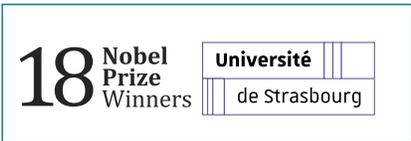


The University holds a Gold Teaching Excellence Framework award, and in the Times Higher Education's ranking of the most recent Research Excellence Framework (REF 2014), York was ranked 10th in the UK for research impact.

The University of Strasbourg

18 Nobel Prizes

The University of Strasbourg is at the heart of Europe. It was founded in 1631 in the city of Strasbourg, France, which as the seat of the Council of Europe, the European Court of Human Rights, and the European Parliament, is considered the capital of Europe.



The University of Strasbourg is a prestigious French academic institution which fosters innovation and excellence in education and research. The University's projects achieve international recognition and the reputation of the university is that of a research leader. The University of Strasbourg has 72 research units that encompass all disciplinary fields. It is a centre of excellence in biology, biotechnology, economics and management, medicine, chemistry and material physics. It is a founding member of the EUCOR network and LERU and belongs to several international academic consortia: the Franco-German University, the Utrecht Network, the AC21.

Today, the University of Strasbourg has over 50.000 students, offers a broad range of degree programmes and training in the main academic disciplines (Arts, Literature, Languages, Law, Economics, Management, Political and Social Sciences, Science and Technology, and Health).



The University of Strasbourg has 18 Nobel Prize winners in its history. It is a member of the League of European Research Universities (LERU), the European Ivy league that includes 23 leading research-intensive universities in Europe that share the values of high-quality teaching within an environment of internationally competitive research.

The Pan-European Executive MBA Programme

Overview of the MBA programme

The Pan-European Executive MBA jointly offered by CITY College, University of York Europe Campus and the Faculty of Economics and Management of the University of Strasbourg, is an innovative programme designed for today's managers and business professionals who need to improve their skills and knowledge for professional, career and personal advancement.

The programme leverages local and international perspectives while at the same time balances theory and practice taking a holistic approach to business management education. Participants enrich their experiences and share best practice with people from other cultures, countries and industries. Every year high level managers from leading companies are admitted to our MBA programme. Executives need not give up their positions or interrupt their careers in order to participate in the course as the programme runs at weekends (1 weekend per month - Friday, Saturday, Sunday).

On completion participants are awarded two MBA degrees from two leading universities in Europe: a top British university, the University of York and a prestigious French university, the University of Strasbourg.

Executive MBA

MBA in General Management

MBA in Marketing

MBA in Finance

MBA in Logistics and Supply Chain Management

MBA in Health Care Management

MBA in Human Resource Management

The Study Trips in York, Strasbourg & Thessaloniki

A Unique Learning Experience

All EMBA students meet for joint classes during three unique Study Trips: one in Thessaloniki, Greece, one at the University of York, UK, and one at the University of Strasbourg, France. The outcome from this international gathering is always both impressive and rewarding.

During each week, participants are involved in various activities in parallel to their classes. Special events and activities take place, giving students the opportunity to learn, enjoy the Study Trips experience, and connect with each other.

The structure of the Executive MBA programme incorporates these three Study Trips aimed at enhancing the programme's international outlook as well as presenting students with a brilliant networking opportunity.

Company Visits

On-site company visits help to meld classroom theory and practice in a real business environment. Such visits usually consist of a discussion with each company's management team and a facility tour of the company. Thanks to a strong network and contacts, CITY College arranges visits to a different array of companies giving EMBA participants a chance to meet with managers and leaders of domestic and multinational companies.

Group Projects

As part of their EMBA study, students are assigned a number of challenging group projects. Their collaborative work will be based on real-life scenarios, including cases drawn from their own company or business area. Through this learning experience participants may be requested to explore new ventures, work as consultants or map out business plans. Teamwork allows students to benefit from each other's experiences and business practices.



Accreditation and Recognition



An AMBA accredited MBA programme

The Executive MBA programme run by CITY College has received an unconditional accreditation by AMBA (The Association of MBAs). The programme satisfied each of the Association's rigorous MBA accreditation criteria, which examined the institution, the faculty, the student cohort, the purpose and outcomes of the MBA courses, the curriculum and the delivery mode and course duration.

www.mbaworld.com

"CITY College has excellent links with employing organisations throughout the region of South Eastern Europe which enhances the programme. The faculty is committed to research, consultancy and quality provision. The rigorous admissions process results in elitist students representing a top management cadre."

Official AMBA Report

CITY College among the top 300 elite institutions across the world accredited by AMBA

CITY College Europe Campus' AMBA accreditation puts us in an elite group of approximately 300 educational institutions globally that have met the highest standards of postgraduate management education; our Pan-European MBA has met these strict criteria.



An opportunity for an additional qualification for our MBA graduates

Our MBA students who successfully graduate and receive the MBA degree from the University of York and the University of Strasbourg may additionally receive the prestigious **Level 7 Diploma in Strategic Management and Leadership of the Chartered Management Institute (CMI)**.

The Executive MBA programme delivered by CITY College has been approved by the CMI, UK, as it satisfies the aims and learning outcomes of CMI's most senior qualification. Thus, our MBA graduates may also receive the CMI Level 7 Diploma in Strategic Management and Leadership without having to undertake any extra classes or examinations.

The Chartered Management Institute is the only chartered professional body that is dedicated to management and leadership.

www.managers.org.uk

CITY College is an approved CMI centre

CITY College met the rigorous criteria to be accepted as an approved centre by the Chartered Management Institute (CMI). This status allows CITY College to offer its students access to CMI professional development courses, the opportunity to obtain diplomas and a chance to get certified as chartered managers.



British Accreditation Council (BAC)

CITY College received continuing accreditation from the British Accreditation Council for Independent Further and Higher Education in February 2017. CITY College gained maximum unconditional accreditation since - as stated in the BAC Report - it satisfied all 27 standards while requirements in all six areas of the BAC examination were fully met.

www.the-bac.org

Content & Structure of the MBA Programme

A world-class dual degree programme

For students attending the programme in Executive Mode (face-to-face plus study trips)

The programme consists of three cycles of lectures, lasting eighteen months, and the postgraduate dissertation.

The first cycle is composed of an induction weekend and seven units beginning in October and ending in September of the first year:

- five (5) units delivered on weekends
- one (1) unit delivered online
- one (1) unit taught during the Annual Study Trip at the University of York, UK (joint classes with students from all cities)

The second cycle is composed of six units, beginning in October and ending in April of the second year.

- one (1) unit taught during the Annual Study Trip at the University of Strasbourg (joint classes with students from all cities)
- three (3) units delivered on weekends
- two (2) track specialisation units to be delivered during the Annual Study Trip in Thessaloniki, Greece (joint classes with all 2nd-year students from all cities)

The third cycle is the Dissertation which must be submitted within nine months from the completion of the taught part.

Note: Participants of the Executive MBA in Bulgaria attend a unit in Thessaloniki.

Dissertation / Industrial Project

Under the direct supervision of a member of staff, students undertake either an Academic Dissertation which gives emphasis on the development of new or testing an existing theory or a Final Industrial Project at a chosen company or industry. Utilising cutting edge knowledge, this project will integrate the learning that has occurred through the programme and apply it directly to current issues faced by business. Students will create recommendations and solutions based on the key issues identified.

Who Can Apply

Applicants should have:

- A Bachelor's degree in any discipline**
- Professional experience**
- Good command of the English language**

For specific information about the admissions procedure, see page 26.

For students from all study locations attending the programme in the Executive Mode Blended (synchronous-online plus study trips)

The Programme consists of three cycles of lectures, lasting eighteen months, and the postgraduate dissertation.

The first cycle is composed of an induction weekend and seven units beginning in October and ending in June of the first year:

- six (6) units delivered on weekends online
- one (1) unit taught face-to-face during the Annual Study Trip at the University of York, UK (joint classes with students from all cities)

The second cycle is composed of six units, beginning in October and ending in April of the second year.

- one (1) unit taught face-to-face during the Annual Study Trip at the University of Strasbourg (joint classes with students from all cities)
- three (3) units delivered on weekends online
- two (2) track specialisation units to be delivered face-to-face during the Annual Study Trip in Thessaloniki, Greece (joint classes with all 2nd-year students from all cities)

The third cycle is the Dissertation which must be submitted within nine months from the completion of the taught part.



Dual Degree

Successful graduates are awarded the two MBA degrees (with specialisation) by two prestigious universities: the University of York and the University of Strasbourg.

Master of Business Administration in General Management

Master of Business Administration in Marketing

Master of Business Administration in Finance

Master of Business Administration in Logistics and Supply Chain Management

Master of Business Administration in Health Care Management

Master of Business Administration in Human Resource Management

Two delivery modes

Students may choose from:



Executive Mode
face-to-face delivery
plus study trips
plus 1 online unit

OR



Executive Mode Blended
synchronous online
delivery plus study trips
plus 1 online unit

The lectures are held in three-day sessions, which take place one weekend a month (Friday, Saturday and Sunday).



Programme Overview

Cycle 1

Induction
Understanding Organisational Behaviour
Developing Market Presence
Business Economics
Financial Reporting and Management Accounting
Operations and Supply Chain Management
Strategy Formulation and Business Decision
Corporate Financial Management

Cycle 2

Information and Big Data Management (online delivery)
Open Collaboration Tools for European Business and Sustainable Society
Leading and Managing People
Research Methods
Track Specific Unit I
Track Specific Unit II

Cycle 3 - Dissertation /Industrial Project



Track Specific Units:

Executive MBA in General Management

I Entrepreneurial Management in a Globalised Environment
II Building International Business Strategy

Executive MBA in Marketing

I New Product and Services Development
II Strategic Brand Management

Executive MBA in Finance

I International Financial Management
II Applied Risk Management

Executive MBA in Logistics and Supply Chain Management

I Managing Global Logistics
II Contemporary Issues in Logistics

Executive MBA in Health Care Management

I Health Care Systems, Policy and Economics
II Contemporary Issues in Health Care

Executive MBA in Human Resource Management

I Strategic Human Resource Management in Context
II HR Policies and Practices and Performance Management



A holistic approach to business management education

Outside the classroom



Personal and Professional Development

The Executive MBA programme particularly focuses on developing the leadership skills and the people management skills of students. This is achieved through:

The Leadership Project which includes: **a)** a number of units included in the first and second year of the programme that cover the necessary concepts and cutting-edge knowledge on leadership and people management so providing students with opportunities to apply these concepts and tools in their job. Students will explore the topics of motivation, team building for managerial success, performance management, interpersonal and communication skills, etc and; **b)** participation in an International Workshop on Leadership and HRM Issues in the 2nd year of studies.

Coaching for Personal and Career Development.

Each Executive MBA student will have a personal coach with whom he or she will have a number of personal meetings to assess their current personality type (includes taking the relevant test); set type development goals to be achieved by the student; and reflect on goals achieved. A clear understanding of the basics of personality type and type development will help managers gain greater understanding of themselves and others and the impact their type has on their daily interactions both in work-related and personal circumstances.

Negotiations Skills.

All EMBA students will participate in a negotiations skills seminar during their study week in the UK at the end of the first year. The seminar is delivered by a world-class management training organisation.

Business Communication Skills.

Seminars on business communication (written and oral), on making effective presentations and on speaking to the media are among activities aimed at increasing communication effectiveness.

Personal & Professional Development Programme

The Leadership Project
Coaching for Personal & Career Development
Negotiation Skills
Business Communication Skills

Applied Knowledge with a Global Perspective

Meet the CEO
Consulting Projects
Workshops, Group Projects & Practical Applications
Company Visits & Factory Tours in UK

International Exposure & Experience

International Study Trips
International Professors & Practitioners
International Student Body
Opportunity to Attend Classes in Another Country

Business Networking Opportunities

Networking Events
Alumni Roundtables
Online Alumni Platform
Social Events

Applied Knowledge with a Global Perspective

The Executive MBA programme balances between theory and practice and involves the study of real-world situations and cases in order to allow students to enhance their analytical and decision-making skills. Among other activities and tools used during the programme are:

Meet the CEO.

Top executives from leading companies meet with MBA students during MBA weekends or during the year to discuss developments in particular industries, markets, and economies. These meetings help students understand the complex problems of globalised markets and economies.

Workshops, Group Projects, and Practical Applications.

Students work in groups in a number of units; for example, to create a business plan for a start-up company to develop. Also, students work in groups to test ideas for new start-ups in the developing areas of social entrepreneurship. Some modules are delivered as regular workshops so that students can apply all the tools learned in the unit and take this knowledge and experience back to their work-place.

Company Visits - Factory Tours.

As part of particular units, a number of company and factory tours are organised for the students.



International Exposure and Experience

The Executive MBA programme offered by CITY College, University of York Europe Campus in South East and East Europe and the Caucasus is a truly unique international MBA programme.

International exposure and experience is achieved through:

International Study Trips.

Three Study Trips, one at York in the UK in the first year, one in Strasbourg and Thessaloniki in the second year, are attended by all students and provide a rich educational experience.

The team of international lecturers teaching the MBA programme.

More than 50 lecturers coming from more than 10 countries and universities - among them distinguished lecturers from the University of York and the University of Strasbourg - bring their wealth of academic specialisation as well as their consultancy and managerial experience.

International Student Body.

Our latest cohorts consist of students from more than 20 nationalities and cover the whole region of South East and Eastern Europe, the Middle East and Eurasian region.

Opportunity and Flexibility to Attend Classes in a Different Country. MBA students can attend classes in any of the other cities, other than the one they have been registered, thus contributing to increased learning experience and benefiting from the value of meeting other executives.



Business Networking Opportunities

Networking opportunities are of real value to the students of the MBA programme. The programme provides students with a number of networking opportunities, such as:

Meetings between current students and alumni during free seminars or presentations;

Country alumni chapter roundtables;

Social events and gatherings at local, country or international level;

An online platform of students and alumni;

The 3 international Study Trips and the opportunity to attend units in any of the other cities/countries.



The Pan-European Executive MBA Programme Journey

*Take the leap!
An exciting MBA journey awaits you!*

The route is parallel for students taking the Executive Mode Delivery and the Executive Blended Mode.



Executive Mode
face-to-face delivery
plus study trips
plus 1 online unit

OR



Executive Mode Blended
synchronous online
delivery plus study trips



**YOUR MBA
JOURNEY
STARTS HERE!**

Indicative MBA Journey per year.

The lectures are held during three-day sessions, which take place one weekend a month (Friday, Saturday and Sunday).

YEAR 1

Induction

Takes place before the 1st unit

**UNIT 1
Understanding
Organisational Behaviour**

**UNIT 2
Developing Market Presence**

**UNIT 3
Business Economics**

UNIT 4

**Financial Reporting and
Management Accounting**

UNIT 5

**Operations and Supply
Chain Management**

UNIT 6

**Strategy Formulation and
Business Decision**



**Executive Mode OR
Executive Mode Blended
for the whole 1st year**



YORK, UK

UNIT 7
Corporate Financial Management

Study Trip
York, UK



YEAR 2

UNIT 8
Information and Big Data Management

Online



STRASBOURG, FR

UNIT 9
Open Collaboration Tools for European Business and Sustainable Society

Strasbourg, France
Extended weekend



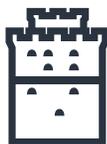
UNIT 10
Leading & Managing People

Executive Mode OR
Executive Mode Blended



UNIT 11
Research Methods

Executive Mode OR
Executive Mode Blended



THESSALONIKI, GR



HOME CITY



GRADUATION

UNIT 12
1st Specialisation Unit

Thessaloniki, Greece

UNIT 13
2nd Specialisation Unit

Thessaloniki, Greece



Dissertation-Industrial Project (Capstone)

CONGRATULATIONS!
YOU'VE REACHED
YOUR DESTINATION!

Graduates are awarded two Master of Business Administration (MBA) Degrees from the University of York and the University of Strasbourg.

The Pan-European Executive MBA

Fast Facts and Key Features



Language of instruction

English

Mode of attendance

Part-time

Duration of studies

2 years

(18 months of taught classes + Dissertation/Industrial Project)

Delivery mode

Flexible weekend delivery mode

(Friday, Saturday, Sunday), approximately one weekend a month

Students may choose from:

- **Executive Mode** (face-to-face delivery plus study trips) **or**
- **Executive Mode Blended** (synchronous online delivery plus study trips)

Locations of studies

The Pan-European Executive MBA is offered at **eight (8) different locations** across South East and Eastern Europe and the Caucasus region

(Thessaloniki, Sofia, Belgrade, Bucharest, Kyiv, Tbilisi, Yerevan, Baku).

Attend classes
in a different location

Students of the MBA programme **can attend units in any location of studies, other than the one they have been registered in, thus contributing to increased learning experience and benefiting from the value of meeting other executives.**

Study Trips

MBA participants from all cities attend joint classes during **three exciting Study Trips** in York (UK), Strasbourg (France) and Thessaloniki (Greece).

Academic staff

The programme is taught by distinguished professors from CITY College, University of York Europe Campus, the University of Strasbourg, as well as other well-recognised universities worldwide, and industry experts.

Specialisations

6 different specialisations available:

MBA in General Management

MBA in Marketing

MBA in Finance

MBA in Human Resource Management

MBA in Logistics and Supply Chain Management

MBA in Health Care Management



Degree titles

Dual degree programme leading to two degrees:

Master in Business Administration (with specialisation) from the University of York
Master in Business Administration (with specialisation) from the University of Strasbourg,
Diplôme de l'Université de Strasbourg

Additional awarding qualifications

In addition to their dual MBA degree from the University of York and the University of Strasbourg, graduates may additionally obtain the Level 7 Executive Diploma in Strategic Management and Leadership of CMI, as well as the AMBA Certificate of membership from the Association of MBAs.

Accreditations of the programme

Association of MBAs (AMBA)
Chartered Management Institute (CMI)

Dissertation/
Industrial Project

Students undertake either an Academic Dissertation which gives emphasis on the development of new or testing an existing theory or a Final Industrial Project at a chosen company or industry. Utilising cutting edge knowledge, this project will integrate the learning that has occurred through the programme and apply it directly to current issues faced by business.

The EMBA Student Profile



A variety of industry sectors

EMBA participants come from a wide variety of business sectors like banking, pharmaceuticals, telecommunications, IT, government, consulting, retail/consumer goods and tourism. This helps our students gain exposure to business practices applied in different environments, learn from each others' experiences and apply theory to practice.

Diverse ethnic and cultural backgrounds

Our Executive MBA attracts students from across South East and Eastern Europe as well as the Caucasus region. The programme's delivery locations are educational hubs for students of neighbouring countries making it easy for them to attend without having to interrupt their careers.

High profile, mature professionals

The majority of EMBA delegates are business professionals with an average of 10,5 years of work experience. The Executive MBA student body comprises of men (55%) and women (45%) with an average age of 34 years old. This combination promotes a fast-paced and highly focused learning environment.



Industry Sectors

- | | |
|--|---|
| Agriculture | Health & Human Services/Government |
| Automotive Industry, Parts & Representations | Non-profit organisations |
| Biomedical/Pharmaceuticals | Holding & Investment Companies |
| Chemicals/Cosmetics | Industry/Manufacturing/Engineering |
| Construction & Real Estate | Insurance Companies |
| Consultancy | Leisure, Tourism & Entertainment Organisations |
| Educational Services | Logistics/Transportation/Warehousing |
| Energy, Civil Constructions & Defense | Marketing/Advertising/Sales/
Retail/Wholesale Media/Publishing |
| Financial Services/Banking | Technology/IT Software & Hardware |
| Food | Telecommunications |

Gender	%
Men	55
Women	45

Age	%
25-29	20
30-34	32
35-40	32
More than 40	15

Working experience	%
From 3 to 5 years	15
6-10 years	41
11-15 years	31
16-20 years	11
More than 20 years	2

A Strong Alumni Community

Our MBA graduates benefit from:

networking opportunities
access to business contacts
access to our alumni network
alumni events/reunions
circulation of alumni news
circulation of job vacancies
and much more

*As an MBA graduate
you will remain a valued
member of our community.*

Having access to an elite network of high-calibre business leaders from all over Europe and the world is one of the most valuable aspects of our MBA programme. Graduates become lifelong members of a distinguished global alumni network, stay connected, foster lifetime relationships with fellow-alumni and network with top managers, successful executives and business professionals from different countries, industries and cultures.

Lifelong friendships, being part of a strong MBA community and connections with other MBA alumni are among the most powerful benefits of the Pan-European Executive MBA.

Online Alumni Platform

Get involved and connect with your community!

Our exclusive online alumni community is a great way to stay connected to your alumni family, network, access or advertise jobs, offer mentorship and benefit from numerous other opportunities offered through the platform.

Supporting our Alumni

Graduates of the Pan-European Executive MBA continue to be an important part of our community long after the completion of the programme. Our Student Services and Alumni Department serves as a link between CITY College and its graduates worldwide. The primary focus of the Department is to stay in touch with our graduates and to nurture and maintain strong, mutually beneficial relationships. Additionally, through our Career, Employability and Enterprise Centre we deliver insightful advice and comprehensive job search skills, supporting efforts to secure post-MBA positions and set the stage for future career advancement.



*Alumni for
a Lifetime*



**Our Alumni Networking
Online Platform**



**The Graduate
Guide**



**Our Alumni
on Social Media**

Benefits to Students

Dual Degree from Two Prestigious Universities: the University of York and the University of Strasbourg

A world-class MBA degree highly regarded and valued by companies and organisations all over the world. Students study at CITY College Europe Campus and graduate with two degrees from two prestigious universities: the University of York and the University of Strasbourg.

A Chartered Management Institute Diploma

Graduates of our MBA programme have the opportunity to obtain the Level 7 Executive Diploma in Strategic Management and Leadership from the CMI, which is considered as necessary to proceed to Chartered Manager status.

Global Recognition for the University of York and the University of Strasbourg

In a globalised world economy characterised by constant staff mobility and new career challenges, a degree from a top universities as York and Strasbourg serves as a career passport and paves the way for promotion to higher managerial positions.

Academic Staff Adapted to Executive Education

The faculty of the MBA programme consists of lecturers and professors from CITY College, University of York Europe Campus, the University of Strasbourg, as well we professors from other international well-recognised universities and; distinguished experts from the business world. All these bring their wealth of knowledge and expertise to the Executive MBA classroom.

Specialisation in Particular Areas of Management

With our MBA programme, executives have the opportunity to specialise in six different tracks: Marketing, General Management, Finance, Logistics and Supply Chain Management, Health Care Management and Human Resource Management.

Networking and International Career Opportunities

Executive students are professionals from various business backgrounds and different countries. During the programme, they meet, mix, interact and build relationships and network with our wide MBA community, both past and present, so furthering their career development and their company's growth.

Teaching and Assessment Methods

The Executive MBA programme balances between theory and practice and favours the study of real world situations to allow students to develop their decision-making and analytical skills. Most professors employ a combination of teaching methodologies, using case studies, interactive discussion, as well as an online learning platform (online learning environment), a cutting edge e-tool which allows students to access useful material and notes for their classes. For every unit, students apply knowledge gained in class to solve their company's problems.

Facilities and Support

Executive MBA students have full access to the Information & Learning Commons (ILC), CITY College's learning resource centre, which gives access to thousands of publications and journals. Full online access to electronic libraries of the University of York and the University of Strasbourg is an invaluable research tool. Throughout their EMBA studies, students have full technical support from our IT staff.





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Benefits to Companies

Large and prestigious companies of various industries from all across South-East and Eastern Europe and the Caucasus region choose the Executive MBA at CITY College, to train their managers. Multinational companies, private organisations, public companies, governments, and institutions such as CEDEFOP and the World Learning Organization, have entrusted the education of their executives to CITY College.

Ahead of Competition

Through the cutting-edge knowledge gained, executive students compare the latest international theory to the practices of their company, contrast their activities to those of their competitors and, as a result, the sponsoring company stays at the forefront of competition.

Company Practices Reviewed

Students base their written assignments on real-life work situations, while through project work they are encouraged to analyse their own working practices, enhance or review them accordingly and learn to better tackle everyday challenges and difficulties in their real workplace.

Knowledge Leads to Innovation

The exchange of ideas among the executive students, backed by new business knowledge and the international experience of the lecturers, generates fresh ideas for the development of the sponsoring organisation.

Networking and Expansion

With executive students coming from so many different countries, nationalities, economic systems, and business backgrounds, sponsoring companies identify unique opportunities for growth, expansion, partnerships and beneficial deals.

Fringe Benefits for Employees

Sponsorship of a high-potential manager to attend the programme is a powerful motivation for the manager who, in turn, will substantially contribute to their company's development and success.

Participating Companies

Companies that have chosen the EMBA
at CITY College for their executives' training:

Actavis
Alpha Bank
Alcatel
Alkaloid AD
Alumil S.A.
Ameria Bank
Apple Inc.
Asian Development Bank
Astrazeneca UK Ltd.
Azersun Group
AZERCELL
Bank of Albania
Bank of Cyprus
Banka Romaneasca, Member of NBG Group
Banca Transilvania
Bank of Baku
Baumax
Bayer
Belupo Pharmaceutical Company
Black Sea Trade & Development Bank (BSTDB)
Brasov Chamber of Commerce
BRD Finance Group
BP
CEDEFOP
Central Bank of Kosovo
Central Bank of Azerbaijan
Citybank
Coca Cola
Cosmote
Coty Cosmetics
Danone
DENZA
Deloitte Audit Ltd.
Delta DMD
DHL International Ltd.
Edrasis Psallidas S.A.
EFG Eurobank
Emporiki Bank
Encorium Ltd.
EON Energy Trading AG
Euroclinic Hospital
European Bank for Reconstruction and Development (EBRD)
European Center for Minority Issues
EVN
Evocabank
Ericsson
FENI Industries

Friesland
GE Money Romania
Georgian Industrial Group (GIG)
GlaxoSmithKline
Heidelberg Ukraine
Hewlett Packard
Holcim
Honeywell
Hypo Alpe Adria Bank
ING Bank N.V.
IP Blic Press
Johnson Controls
JSCB "Finbank"
JTI
INECOBANK
Kempinski Hotel
Kleemann S.A.
Knauf
Kosovo Energy Corporation KEK
Kosovo Tobacco
Kraft Foods
Kuwait Turkish Participation Bank
Leoni
Lidl Ltd.
Macmillan Hellas S.A.
Makedonskii Telekomunikaci AD
MAKRO CASH & CARRY
Martifer Gesticue
Mary Kay Ukraine Ltd.
McCann Ericson • METRO Cash & Carry
Microsoft
Millennium Bank
Monsanto Romania
Mtel
National Assembly of the Republic of Serbia
NATO Undersea Research Centre
Northern Greece Exporters Organisation (SEVE)
Nestle Hellas S.A.
NESTLE ROMANIA
NIS-Oil Refinery
NLB Tutunska Banka
Novartis
Opportunity Bank Serbia (OBS)
Oracle
Orange
OTIS Lift
OTP BANK

Pepsico
Pepsico Star Foods
PETROM
Pfizer
Pharma Strart Ukraine
Philip Morris
Philip Morris Ukraine
PIRAEUS Bank Romania
Postbank
Praktiker
Pristina International Airport JSC
PTK JSC
Public Power Corporation (DEI)
Puratos Romania
Pyramis Metallourgia
Raiffeisen Bank
RBS Bank
Regency Casino Thessaloniki
Renault Group Romania
Ringier
Rompetrol
Romtelecom
Sakaraya University
SAP Labs
SANDOZ Pharma. Services
Sanofi-Aventis
Schneider Electric
Siemens
Silesia Flavors Ukraine
SOCAR
Societe Generale
Socotab
SSAR Swedish Steel
Stopanska Banka AD
Sunlight Ukraine s.r.l.
Suryapi Enerji
Telenor
The World Bank
T-MOBILE Macedonia
Ulker
Unilever Romania
UniCredit Bulbank
UCOM
VIP Operator
Vodafone
VTB Bank
XEROX Ltd.
YILDIZ HOLDING Group

**the list is indicative*

Applying for the Pan-European Executive MBA

Selection Process

Selecting candidates for admission is a very critical decision for the Pan-European Executive MBA programme. We believe that there is more to selecting a candidate than just considering scores, GPAs and other, merely numerical, performance indicators. For this reason admission decisions for the EMBA take into account three primary areas of evaluation:

1. Professional Experience
2. Academic Background
3. Applicants' Overall Profile

Admission Requirements

Undergraduate degree from an accredited institution of any discipline

A minimum of three - five years of professional experience

English Language Qualifications

English language qualifications

Successful applicants must have a very good command of the English language proven by: IELTS: 6.5, TOEFL: internet based 87 or certain equivalent qualifications (visit our website).

Students that have completed their higher secondary school studies and/or their undergraduate studies through the medium of English Language are not required to present an English Language Qualification.

Executive MBA applicants who do not hold formal English language qualifications but meet all other entry requirements and exhibit accumulated or informal knowledge of the language are accepted on the basis of their performance in an Internal English Language Assessment Test administered by CITY College.

NOTE:

A small number of applicants may be accepted based on substantial management and professional experience, without a first degree.

For further information please visit our website.

CITY College, University of York Europe Campus

Email: acadreg@york.citycollege.eu

www.york.citycollege.eu

EDI, the Executive Development Institute

Meet EDI, your executive development partner!

EDI is here to address all the executive development needs by providing strategic and holistic solutions. With EDI, professional futures looks brighter and more secure than ever.

EDI, the Executive Development Institute, was established by CITY College as a dynamic response to the executive development needs of our times. Corporations, institutions, governments and individuals alike ask for a credible, recognizable and experienced partner that has the power and commitment to support them in their continuous efforts for growth. EDI is the answer to this call.

EDI offers the Executive MBA programme as well as Training & Development programmes to corporate clients. After almost 30 years of successfully running a world-class Executive MBA and after delivering numerous tailor-made training programmes for companies and governments, CITY College takes its educational excellence for professionals to the next level. As well as its leading MBA, EDI has unique capacities to deliver diverse:

training

consulting

coaching

research services



**EDI delivers all of the above to its partners
by utilising vast resources and networks.**

**EDI is matching its world-leading higher education
competences with emerging professional needs.**

For more information, please contact EDI at: edi@york.citycollege.eu



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