



**EAST BRIDGE
UNIVERSITY**

PARIS, FRANCE

MBA

Business Administration

Advance your corporate career in the dynamic business world with an online MBA from East Bridge University (EBU).



Affordable Degree Program

Flexible payment options with easy instalment plans and scholarships.



Flexible learning

Online and self-paced program providing global learning with a personalised experience.



Fully Accredited and Trusted Degree

Designed to meet rigorous academic standards, EBU's MBA program is accredited and validated by reputed academic bodies.



Multiple Device Seamless Learning

Course curriculum can be accessed through multiple devices for seamless learning.

MBA IN - Business Administration

East Bridge University's MBA in Business Administration is a distinguished program designed for aspiring professionals. It equips them with essential skills to thrive in a dynamic business environment. The curriculum emphasises leadership development, enabling students to motivate teams, make strategic decisions, and lead organisations effectively.

The program aims to transform graduates into capable, visionary leaders ready to address business challenges and make impactful contributions. East Bridge University's comprehensive MBA fosters career opportunities in diverse industries and prepares individuals to excel in a competitive landscape.

WHY PURSUE AN MBA IN Business Administration?

- Comprehensive curriculum on marketing covering definition, trend identification, and creation of effective marketing plan.
- Learn about cost-effective strategies to enhance sales, company image, and profitability.
- The Internet marketing module aligns online strategies with business goals; students learn user engagement, SEO, online advertising effectiveness, and analytical tracking.
- HRM offers foundational knowledge in HR tasks for new managers, including orientation, compensation, benefits, job analysis, training, and compliant terminations.
- EBU's MBA in Business Administration equips students for informed financial decision-making, regardless of prior experience.

WHAT MAKES EBU'S MBA Program Unique?

-  Find work-life balance with our online, flexible program.
-  The course is endorsed by global partners and education bodies.
-  Gain a deeper understanding of the functional disciplines of your profession.
-  Get the opportunity to conduct action-based research work solving real-world challenges.
-  Enhance your career prospects by earning academic credentials.
-  Be able to promote positive change and growth in your industry.
-  Become an industry expert and thought leader in your field.
-  Open your doors towards doctorate-level academic pursuits.
-  Address real-world problems with a strong academic understanding.

ABOUT EAST BRIDGE UNIVERSITY

East Bridge University is a worldwide higher-learning educational institution that provides online and affordable business and education degrees, diplomas, and certified courses to all. Tailored to suit the changing needs of the 21st century, our programs are a unique blend of robust theoretical knowledge and real-world practical exposure. We aim to empower adult learners and professionals with the best industry-specific courses that enable them to navigate the dynamic and ever-evolving professional landscape seamlessly.

East Bridge University is legally incorporated in Paris and has received approval from the Rector Office of the Paris Academy under the jurisdiction of the Ministry of National Education. This prestigious recognition positions EBU as a legitimate, respected, independent distance learning institution.

OUR MEMBERSHIPS AND ACCREDITATIONS

Membership



Association to Advance Collegiate Schools of Business (AACSB)

AACSB offers quality assurance in maintaining the highest standards of excellence in business education.



Continuing Professional Development (CPD)

CPD is a globally recognised certification body that accredits courses, workshops, and events to ensure they meet industry standards for professional development.



British Quality Foundation (BQF)

BQF is an academic body that provides its members access to quality resources best practices and tools in efficient management and provide global networking opportunities.



European Association for International Education (EAIE)

EAIE provides global recognition to academic bodies by fostering knowledge-sharing and community-building in internationally acclaimed higher-learning institutions.



European Council of Leading Business Schools (ECLBS)

ECLBS is committed to advancing business leadership and education through building a distinguished consortium of business schools.

Accreditations



European Agency for Higher Education Advancement (EAHEA)

East Bridge University has been granted "A-Full Accreditation" by EAHEA which underscores our commitment to quality education while maintaining the highest levels of academic integrity and global educational standards.



American Accreditation Association (AAA)

The prestigious accreditation bestowed upon EBU by the American Accreditation Association signifies our commitment to upholding rigorous international academic standards and a continuous drive for quality enhancement.

PROGRAM Details

Course Structure

► **Foundation - 10 Credits**

- Research Skills and Conducting Accurate Internet Research
- Introduction to Research

► **Core - 60 Credits**

- Basic Business Management
- Managing Across Cultures
- Global Business Strategies
- Leadership Skills
- Business Project Management
- Accounting and Finance

► **Specialisations - 40 Credits**

- Marketing and Sales Fundamentals with Basic Internet Marketing and E-commerce Management
- Human Resource Management
- Strategic Planning
- Digital Transformation

► **Capstone Project (Choose any 1) - 10 Credits**

- Prepare a paper on any topic by attending a live online webinar- 2000 words
- Attend any seminar on the specialisation subject in your region and create a reflective paper on the same - 2000 words
- Research Paper on a topic related to your subject - 2000 words

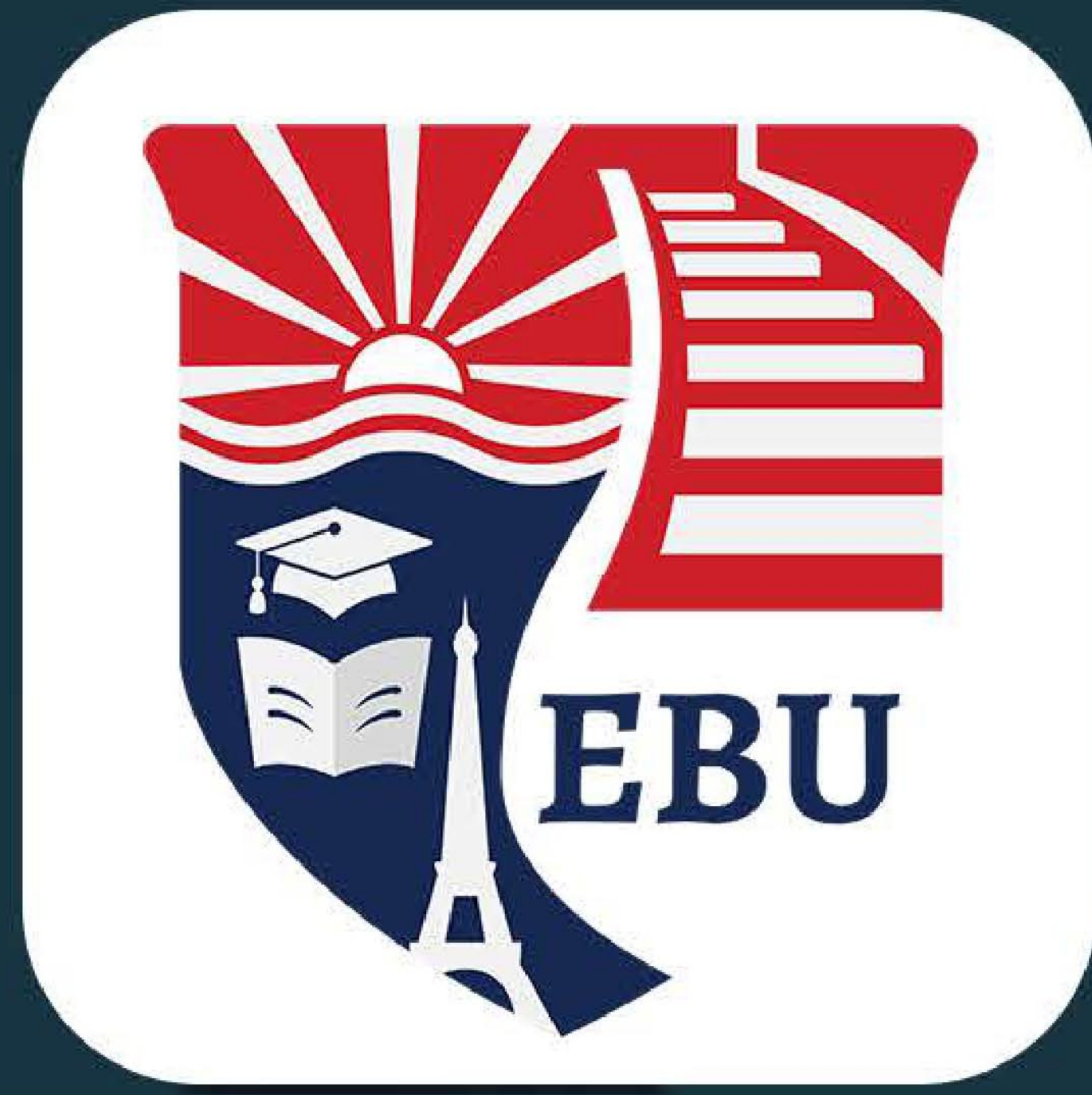


Eligibility Criteria

- Recognised Bachelor's Degree in any field, or any equivalent degree.
- A basic level of English Proficiency (IELTS Level 5.0, or studied all subjects in English at High School, or at least 55% marks in English at High School.)
- Prior professional experience, or prior learning credits
- Knowledge about internet browsing, online research skills, and proficiency in MS Word

Duration

The full program is designed to be completed within 12 to 24 months. Program coordinators at EBU guide students throughout their course journey for a seamless learning experience.



EAST BRIDGE UNIVERSITY

Inspiring Global Leaders

YOUR FUTURE STARTS TODAY

Invest in your future.

Take the first step towards an exciting business career with East Bridge University's MBA program.

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