

www.cardiffinstitute.uk

# EMBA

EXECUTIVE  
Professional Programme

## in BUSINESS Management



# WHY CARDIFF INSTITUTE OF THE UNITED KINGDOM EXECUTIVE MBA?

You're ready to take the next step in your career development. And you want to make the right choice in an **EMBA Professional programme**. Students from several backgrounds have found **the EMBA Professional programme** at Cardiff Institute offers the comprehensive and innovative business education they need.

Through rigorous coursework and real-world experiences, you develop the management knowledge, analytical and problem-solving skills, and leadership abilities to blaze new trails in your career. You acquire a multidimensional perspective on the continually changing global business environment in which you must compete. And you gain confidence knowing you're better prepared for the unknown challenges.

You're looking to fast-track your career growth and can commit the time and resources to invest in the Institute full-time. The Traditional EMBA is designed to give you an intensive and personal learning experience—and the chance to focus your energies exclusively on preparing for your future.



## PROGRAMME OVERVIEW

**RIGHT HERE. RIGHT NOW.**

The business world is more complex and the competitive challenges are greater than ever before. To succeed in today's global marketplace, you need more diverse skills, broader insights and the confidence that comes from knowing you are truly prepared to assume a critical leadership role. **The EMBA Professional programme** at Cardiff Institute can help you create the career possibilities you want. It's a programme designed to help prepare you to

capitalize on the opportunities—and maximize your potential—in the next few years and for the rest of your professional life.

## CAREER GROWTH

Explore the challenges and opportunities that **CIUK's EMBA Professional programme** has to offer. Admission is highly competitive and is based on several factors: your fit within the programme and potential contribution to a collegial learning environment, relevant work experience, leadership potential, letters of recommendation and a competitive GMAT score.

## HOW TO APPLY



### APPLY TODAY

Early application is advised since enrollment is limited. Programme applications are available online at [www.cardiffinstitute.uk](http://www.cardiffinstitute.uk) Students are also required to submit:



Online Application



Updated Resume



University Certificate



Career Statement



English Placement Test



Applicant Interview

01

**INTERNATIONAL  
MARKETING  
STRATEGY**

Students will have a critical understanding of international marketing strategy in the context of global operations to effectively satisfy the objectives of individuals and organisations in both domestic markets and across national borders.

02

**CORPORATE  
FINANCE AND  
DECISION MAKING**

The purpose of this unit is to impact students' understanding of the importance of, accountability for, and control over a business organisation's financial resources. It will equip students with the skills necessary for sound organisational financial management at a strategic level.

03

**LEADERSHIP, PEOPLE  
AND CHANGE**

The module will introduce the concept of leadership and its significance to organisational success, covering the relationship between people within the organisation and its leaders, culture, and the overall strategy.

Also, it will cover the role of the leader in managing human resources in times of change, explore drivers of change, and change strategies.

04

**ENTREPRENEURSHIP  
AND INNOVATION**

The purpose of this module is introducing the importance of innovation and a clear understanding of how an enterprise function and develops, as well as highlight how enterprises grow and the benefits and risks to innovation.

It will equip students with the skills necessary for entrepreneurship, covering business plans and pitches to investors.

05

**STRATEGIC  
MANAGEMENT**

Students will gain a thorough understanding of the process of strategy formation, development and implementation to improve organisational performance and create competitive advantage.

06

**PROJECT  
MANAGEMENT**

Students will be introduced to the discipline and profession of project management and learn transferable skills that help them succeed in a project environment.

07

**BUSINESS RESEARCH  
METHODOLOGY**

By the end of this topic, the learner will be able to develop and present a research proposal. This includes the purpose of a research proposal, Research proposal content, Evaluating research proposal, and Research proposal example.

08

**HUMAN  
RESOURCE  
MANAGEMENT**

Students will develop a critical understanding of the major practices and processes designed to manage the performance of an organisation's human resources in a variety of organisations and across a range of geographical locations.

09

**BUSINESS  
ECONOMICS**

Introduce students to a range of managerial economics topics related to organisation and decision-making. Covering objectives, price elasticity, demand estimation, forecasting and market failure. As well as aspects of firm growth such as mergers and acquisitions, plus the profit maximization of the companies.



**PROGRAMME  
DURATION**  
12 - 14 MONTHS

## GET TO KNOW US

We encourage you to learn more about our programme by visiting our classes by attending one of our information sessions, where you can speak directly with the director, team, faculty, Alumni and current students.

For more details, contact our Admission dept at, [admissions@cardiffInstitute.uk](mailto:admissions@cardiffInstitute.uk)  
[www.cardiffInstitute.uk](http://www.cardiffInstitute.uk)

