

# ***International MBA***

European Academic Distinction | Global Business Strategy  
*Beyond Theory. Into Practice. Built for Your Next Career Move.*  
[www.ieu.ac](http://www.ieu.ac)



**IEU-PARIS**

9 RUE DES COLONNES, 75002  
PARIS



IMPERIAL  
EUROPEAN  
UNIVERSITY-PARIS

**International MBA**

## Imperial European University - Paris (IEU-Paris)

IEU-Paris is a legally registered private higher education institution in Paris, France. It is fully listed in the French Ministry of National Education's official directory of recognized institutions under the following details:

- UAI Code:
- Official Name: Etablissement d'enseignement à distance Imperial European University
- Supervising Authority: Ministère de l'Éducation nationale
- Academic Region: Paris
- Address: 9 Rue des Colonnes, 75002 Paris (Central Paris 2nd Arrondissement)

This listing can be publicly verified through the official French government portal:  
[https://www.education.gouv.fr/acce\\_public/index.php](https://www.education.gouv.fr/acce_public/index.php) | To verify, simply enter the UAI Code: in the search field.

IEU-Paris is authorized to confer institutional academic degrees, issued under its autonomous academic authority in full compliance with the French Education Code (Articles L 444-1 to L 444-11 and R 444-1 to R 444-28). While not classified as Diplômes Nationaux, we benchmark our qualifications internationally to align with key global frameworks, including the European Higher Education Area (EHEA) and the UNESCO Global Convention on the Recognition of Qualifications concerning Higher Education.

# INTERNATIONAL MBA

*Beyond Theory. Into Practice. Built for Your Next Career Move.*

## Overview

An internationally oriented, practice-focused MBA designed to help you develop a global mindset, solve business challenges, make strategic decisions and build a professional portfolio through applied learning.

The IEU International MBA is designed around the realities of modern business.. Go beyond textbooks and theoretical concepts to explore real-world challenges, develop management solutions, make strategic decisions and apply your learning to practical business situations.

Build the knowledge, skills and professional portfolio to demonstrate what you can do—not just what you have studied.

## What You Will Gain/Your MBA advantage

- Think Like a Business Leader — analyse challenges, evaluate opportunities and make informed management decisions.
- Solve Real-World Problems — apply business concepts to realistic organisational situations and industry-based case studies.
- Develop a Global Mindset — explore international markets, cross-cultural management and the challenges of doing business across borders.
- Embrace the Future of Business — explore digital transformation, artificial intelligence, business analytics and emerging management practices.
- Build Your Professional Portfolio — develop practical projects and business recommendations that showcase your skills, knowledge and problem-solving abilities.
- Prepare for Your Next Career Move — connect your learning with the challenges and responsibilities encountered in modern business environments.



Don't just study business !  
Learn to lead it



## Your Learning Journey

Throughout the programme, you will explore essential management disciplines, work through practical business scenarios, complete applied assignments and develop a portfolio of work that showcases your capabilities. The emphasis is on transforming business knowledge into practical skills, strategic thinking and solutions that can be applied in professional settings.

## Your International MBA. Your Professional Growth

Your MBA journey should produce more than academic knowledge. It should help you develop the confidence to approach business challenges, communicate your ideas and demonstrate your management capabilities.

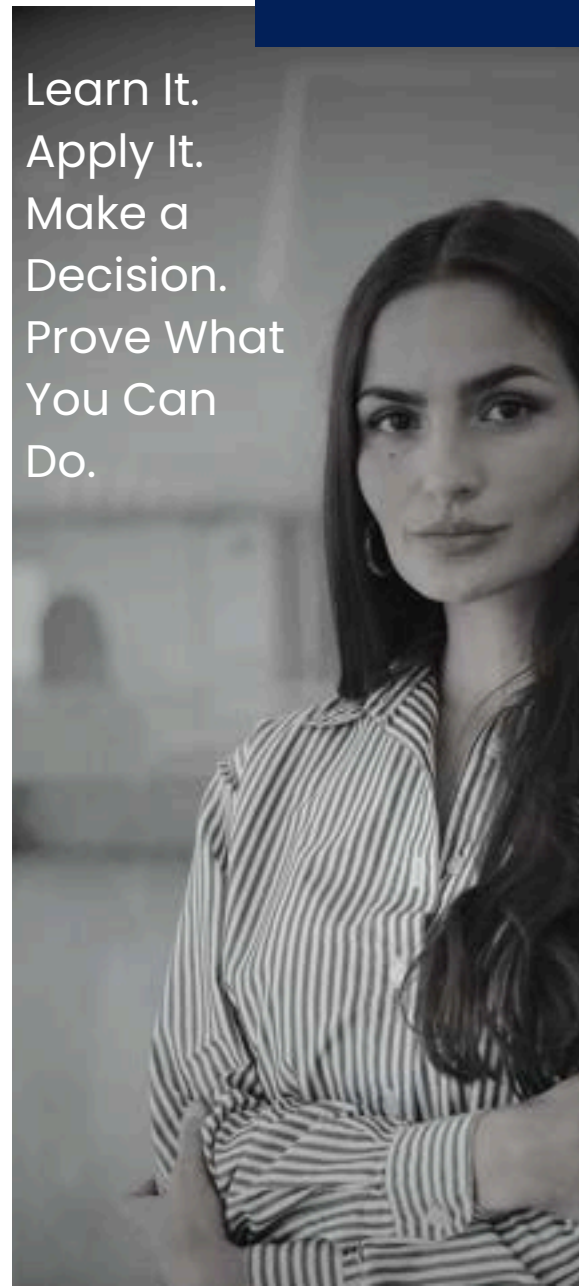
**Graduate with more than an MBA. Leave with practical skills, a global mindset and a portfolio that shows what you're capable of.**

# THREE KEY PILLARS:

1. **Think Globally** — understand business in an interconnected world.
2. **Act Strategically** — apply management knowledge to practical challenges.
3. **Show Your Capability** — build a portfolio of projects that demonstrates your learning.

Your ambition | Your ideas  
Your next chapter in business.

Learn It.  
Apply It.  
Make a  
Decision.  
Prove What  
You Can  
Do.



# Programme Overview

Learn It. Apply It. Make a Decision. Prove What You Can Do.



Turn Knowledge into Action | Think Strategically.

## Duration:

12-18 Months

## Delivery Mode:

100% Online. Self-Paced. Fully Asynchronous. Flexible by Design. Built Around You.

## Total Credits:

90 credits Programme at a Glance: 9 Modules | 8 Core Modules + 1 Action Research Project

## Assessment Method:

Each core module is assessed through an Application-Oriented Assignment (AOA) of 3,500–4,000 words, designed to evaluate practical understanding, critical thinking and the application of business knowledge. The programme culminates in a 5,000-word Action Research Project, enabling students to investigate a real-world business challenge in an area of their choice, develop evidence-based recommendations and propose practical solutions.

Graduate with an International MBA in your chosen specialisation, combining broad business management knowledge with focused expertise in the area that matters most to your career.



# Programme Curriculum

1

**Module Code:** MGT710

**Module Title:** Strategic Management & Global Business

**Key Areas Covered:** Business strategy, global business environment, competitive analysis, international markets and geopolitical risks.

2

**Module Code:** MGT720

**Module Title:** Leadership, People & Organisational Development

Human resource management, talent development, organisational behaviour, employee engagement, hybrid teams and performance management.

3

**Module Code:** MGT730

**Module Title:** Marketing Strategy & Customer Experience

**Key Areas Covered:** Marketing strategy, consumer behaviour, branding, digital marketing, customer experience and marketing analytics.

4

**Module Code:** MGT740

**Module Title:** Managerial Accounting & Financial Management

**Key Areas Covered:** Financial statements, cost analysis, budgeting, cash flow, investment appraisal, financial planning and fintech fundamentals.

5

**Module Code:** MGT750

**Module Title:** Operations, Projects & Supply Chain Management

**Key Areas Covered:** Operations strategy, process improvement, project management, supply chains, quality management, digital operations and operational resilience.

6

**Module Code:** MGT760

**Module Title:** Corporate Governance, Ethics & Change Management

**Key Areas Covered:** Leadership, organisational culture, corporate governance, business ethics, conflict resolution and organisational transformation.

7

**Module Code:** MGT770

**Module Title:** Entrepreneurship, Innovation & Sustainable Growth

**Key Areas Covered:** Start-ups, business models, innovation, venture planning, business growth, sustainability and ESG principles.

8

**Module Code:** MGT780

**Module Title:** Digital Transformation, AI & Business Analytics

**Key Areas Covered:** Artificial intelligence, generative AI, data analytics, business intelligence, automation, cybersecurity awareness and responsible AI.

9

**Module Code:** MGT790

**Module Title:** Business Research & Strategic Capstone

**Key Areas Covered:** Research methodology, action research, organisational problem-solving, evidence-based decisions and practical business improvement. Final degree title depends on the specialization focus of this project

