

Faculty of Business and Economics (FBE)

Executive Master of Business Administration (EMBA)

I. Why Choose this Program?

The Executive Master of Business Administration (EMBA) program was designed to:

1. Develop Strategic Leadership – Enhance leadership, managerial, and decision-making capabilities to effectively lead organizations in a dynamic global business environment.
2. Strengthen Advanced Business Competencies – Build expertise in finance, marketing, operations, human resource management, and strategic management to solve complex business challenges.
3. Embrace Digital Transformation and Innovation – Integrate digital technologies, artificial intelligence (AI), data analytics, and innovation into modern business strategies and organizational development.
4. Apply Practical and Industry-Focused Learning – Gain hands-on experience through case studies, business simulations, executive projects, and interactions with industry leaders to bridge theory and practice.
5. Advance Career and Professional Growth – Prepare for senior leadership, executive management, entrepreneurship, and consulting roles while expanding professional networks and lifelong learning opportunities.

II. Future Career Prospects

Graduates from this program will be able to pursue careers such as:

1. Chief Executive Officer (CEO), Chief Operating Officer (COO), or other C-suite executive roles
2. General Manager, Business Unit Director, or Department Head
3. Business Development Director or Strategic Planning Manager
4. Management Consultant or Business Advisor
5. Entrepreneur, Business Owner, or Startup Founder
6. Project, Operations, or Supply Chain Manager
7. Financial Manager, Investment Manager, or Corporate Finance Executive
8. Marketing Director, Sales Director, or Digital Business Manager
9. Human Resource Director or Organizational Development Manager
10. Government Executive, NGO Leader, or International Organization Manager

III. Course Structure

This two-year program comprises **45 credits** and provides students with a well-structured curriculum that includes basic, core, major, and research courses. To complete the program, students are required to fulfill the following coursework requirements:

Course Title		Credit	Priority
1	Fundamentals of Economics	3	Required
2	Cross-Culture Negotiation and Conflict Resolution	3	Required
3	Research Methodology	3	Required
4	Governance, Management and Leadership Dynamics	3	Required
5	Managerial Finance	3	Required
6	Quantitative Methods in Decision Making	3	Required
7	Strategic Management and Business Policy	3	Required
8	International Corporate Management	3	Required
9	Strategic HRM: Human Capital and Talent Strategy	3	Required
10	Total Quality Management	3	Required
11	Strategic Marketing Management	3	Required
GRADUATION PATH			
Professional Business Report/Thesis		12	Required

The program offers **One** graduation path:

- (i) **Professional Business Report/Thesis** (33 credits for coursework + 12 credits for Professional Business Report/Thesis).