



# Horizons University

Private Higher Education Establishment  
Registered with the Rectorate of Paris  
under registration number : 0756324S - UAI : 0451674A

## MBA in International Marketing MBA in International Management



# MBA in International Marketing or Management

## Description of MBA

The MBA Program at Horizons University prepares students for leadership positions in global organizations and for careers as independent consultants, entrepreneurs, and business researchers.

## Possible Concentrations

International Management, International Marketing,

## Duration

The MBA was designed to last 2 academic years

## Flexible, self-paced, 100% online

You can start your degree and courses any day of the year - when you are ready. Due to our self-paced approach, you can complete courses at your own pace. This means that you can both accelerate your degree, or take a lighter workload. The degree is completed fully online, so you will never have to travel to our campus to complete your courses.

## Studying Options and Language

It is possible to study both on-campus (in French) and online (in English).

**Degree Value** 120 ECTS

## Admissions Requirements

- A Bachelor with a major in Business.
- 3 years or more of business related work experience.
- **When studying online:** The candidate must have proficiency in English language. When the candidate is not a native English speaker, has not completed a degree in English, or has not worked in English, the prospective student must have a TOEFL score of 500PBT/61IBT (or equivalent score in an equivalent English test).
- **When studying on-campus:** The candidate must have proficiency in French language. When the candidate is not a native French speaker, has not completed a degree in French, or has not worked in French, the prospective student must have a pass score in a French language test.

## Methodology

The structure of a typical course will require students to read materials supplied by the university, study related materials, and do some personal research on the topic (focusing on areas of personal interest). For each topic

## What our students say about the MBA

«*Direct application in my professional life*»

- MBA Year 1 - Dubai

«*The case studies were great as they placed me in real life situations, hence I was able to implement what I learned.*» - MBA Year 2 - France

«*Well structured, engaging and challenging.*» - MBA Year 2 - Cameroon

covered, the student will prepare the answer to a test. The test will consist of applying the skills learned to a given situation.

In some courses students will be required to prepare projects where they can apply their newly acquired skills in a more complete way.

An MBA structure at Horizons University is made up of core and specialized courses. The core program combines traditional business competencies with contemporary applications to globalization processes, characteristics of changing societies, and creative problem solving. Students will complete four core courses before taking four specialized courses in one of two areas: **International Management** and **International Marketing**

During the MBA all students will complete an independent research thesis, under the supervision of graduate faculty.



## *International Management*

The MBA in International Management focuses on the external and internal leadership functions typical of multinational corporations (MNCs). Each course emphasizes the management of information and relationships with a variety of stakeholders, including investors, employees, governments, consumers, financial institutions, and special interest groups.

## *International Marketing*

This program addresses the interface of marketing logistics and cultural phenomena as they exist in a contemporary global environment. Students completing this specialization may seek careers in marketing management, research, consulting, or corporate leadership.

### *Structure of the Courses for International Marketing*

#### **YEAR 1**

##### **Core Courses**

- MBA501 Leadership in Business Organizations
- MBA503 Global Finance
- MBA504 Business Research Strategies
- MBA530 Business Ethics
- MBA514 Cross Cultural Communication

#### **YEAR 2 - Specialized Core Courses**

- MBA520 Global Marketing Perspectives
- MBA521 Marketing Management Processes
- MBA522 International Marketing Research Methods
- MBAXXX Elective Course \*
- MBAXXX Elective Course \*
- MBA590 Thesis

#### **Elective Courses liste**

- MBA515 International Marketing
- MBA512 Human Resources Management
- MBA525 Advertising
- MBA523 Marketing Strategic Development

### *Structure of the Courses for International Management*

#### **YEAR 1**

##### **Core Courses**

- MBA501 Leadership in Business Organizations
- MBA503 Global Finance
- MBA504 Business Research Strategies
- MBA530 Business Ethics
- MBA514 Cross Cultural Communication

#### **YEAR 2 - Specialized Core Courses**

- MBA510 Managing Multinational Corporation
- MBA513 Global Management System
- MBA512 Human Resources Management
- MBAXXX Elective Course \*
- MBAXXX Elective Course \*
- MBA590 Thesis

#### **Elective Courses liste**

- MBA521 Marketing Management Processes
- MBA516 E-Business
- MBA515 International Marketing
- MBA505 Advanced Organizational Behavior

Welcome to Horizons University, your "university of the 21st century." We are a highly flexible university delivering programs that fit your reality and give you practical experience. While you study at Horizons University you can live anywhere in the world and work full-time. We adapt to your schedule thanks to our one-to-one teaching/coaching approach. Most of our professors have been working in the field they teach for a minimum of 10 years. You can be sure that your experience at Horizons University will be relevant to the changing world and to your personal reality.

Our graduates travel the world, live in the five continents, hold leadership positions, manage their own companies, are ready for change and believe in the need for a shift in the educational experience.



Horizons University is a non-profit Establishment registered with the Rectorate of Paris.



The Horizons University DBA is recognized for its excellence by ECBE (an European accrediting body), and ACBSP (an American accrediting body).

As a Horizons University student, you can be a part of the best in business



#### **Horizons University is registered in:**

Paris Regional professional Training Control Department (n° 11756124075)

#### **Practical Information:**

##### **Tuition and Fees**

3450€ tuition per academic year  
60€ registration fee  
80€ technology fee

##### **Admissions Process**

###### **1. Application**

First you must send all required documents to Horizons University either via email or post.

###### **2. Processing**

Once you have submitted your complete application, Admissions will appraise your application and get back to you in one week with the results of the evaluation.

###### **3. Enrollment**

Once accepted you will be eligible to enrol. The enrolment process is simple and fast. You will receive the contract and some other documents for complete and signature, Then you pay your tuition. For more information on the various ways that you can pay your tuition please reply to contact@hu-paris.eu.

#### **Supporting Documents for Application**

- Your resume (Curriculum Vitae).
- Motivation Letter
- Scanned copies of all diplomas and transcripts obtained to date
- Proof of language proficiency
- Copy of your passport.

#### **Application and Enrolment Dates**

You may enrol to the Horizons University MBA 365 days a year.

Once accepted, you can enrol to the MBA program anytime, and begin your courses any day, because courses have enrolment on a rolling basis.

#### **Graduation**

Diplomas are shipped upon successful completion of the degree. Students wishing to attend graduation on our campus should contact the university at least 4 months prior to graduation.

**Central Paris Campus**  
Horizons University  
5, rue Conté  
75003 Paris, France

Prices subject to change

Contact our team at  
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