

“A 12 month European Entrepreneurial MBA”



Master of Business Administration from



Victoria University  
Switzerland

*“One institution, global presence”*

THE UNIVERSITY FOR  
STRATEGY, LEADERSHIP  
& ENTREPRENEURSHIP



The VU Entrepreneurial Master of Business Administration (MBA) programme is a high-standard programme that is relevant & responsive to emerging business trends. It is designed for future managers and business leaders looking to take their career to the next level. The programme will expose the participant to a solid foundation course that includes business fundamentals, tools, and models useful for making decisions.

## VICTORIA UNIVERSITY, SWITZERLAND ACCREDITATION AND MEMBERSHIP

- VU is officially registered at Neuchâtel Canton, Switzerland and is entitled to offer programmes leading to a BBA, MBA, EMBA and DBA degree
- VU is certified and accredited by the national accrediting agency EduQua ([www.eduqua.ch](http://www.eduqua.ch)) supported by the Swiss Confederation Government
- VU is a member of the Association to Advance Collegiate Schools of Business (AACSB)
- VU is a member of the International Assembly for Collegiate Business Education (IACBE)
- VU is a member of the European Council for Business Education (ECBE)

### MBA PROGRAMME STRUCTURE

The MBA has 12 modules that build upon an international benchmark where almost all MBA's have three components, namely core modules, specialist modules & an entrepreneurial industry project. The Entrepreneurship MBA modules are as follows:

#### Core Modules:

- Marketing Management
- Managerial Economics
- Organisational Behaviour
- Human Resource Management
- Accounting and Finance
- Strategic Management

#### Entrepreneurship Specialist Modules:

- Entrepreneurship
- Creativity & Innovation
- Entrepreneurial Global Ventures
- Corporate Governance
- Operations Management
- Entrepreneurial Industry Project Paper (12,000 words)



#### OTHER MBA SPECIALIST OPTIONS:

- MBA in Finance
- MBA in Finance (Cooperative Management)
- MBA in Tourism Industry Management

#### STUDY MODE

Part Time

#### DURATION

12 months

#### ADMISSION REQUIREMENTS

- Regular Entry  
Bachelor's degree (or equivalent) preferable with 3 years or more working experience at managerial level **OR**
- Open Entry  
Possess a minimum of Diploma or its equivalent recognised by the Senate of VU; with 5 years of relevant working experience;  
**OR**  
At least 30 years old on 1st January of the year of application with sufficient managerial work experience

