



Executive MBA Program

*Pack your backpack and join
a transformational journey...*

Cracow School of Business at Cracow University of Economics
in cooperation with EM Normandie Business School, France and
AESE Business School, Portugal



Success and contribution It all starts here...



If you are seeking true success and positive contribution into this world, the best thing to do is to take off on a journey of discovery. Discover what defines success and contribution for you with our Executive MBA Program.

Welcome to Executive MBA, an internationally accredited program, where committed teaching faculty, dedicated and professional staff, and a rich network of international partners unite to give you a **top-level educational experience**. The program is delivered within a **consortium of three excellent partners**: Cracow School of Business from Poland, EM Normandie Business School from France and AESE Business School from Portugal.



Our overarching goal is to help you transform from manager to self-aware, confident and responsible industry leader and effective change maker

Join us to...

expand your
professional
network

change
your career
path and
take on new
challenges

radically
enhance
your
business
acumen

confidently take more
responsibility and
influence within your
organization

gain life
long
friends

engage in
rewarding
self-development

experience deep and
fulfilling life and work
satisfaction



Program Structure

MODULE 1.

Leadership Capacity

- Personal Development and Individual Coaching
- Leadership and Change Management
- Public Speaking Masterclass
- Business communication with storytelling
- Intercultural Intelligence

MODULE 2.

Strategic Leadership

- Managerial Economics
- Global Marketing
- People Performance Management
- Strategic Management
- International Business

MODULE 3.

Performance Management

- Strategic Financial Management
- Managerial Accounting
- International Taxation
- Corporate Governance
- Sustainability performance

MODULE 4.

Emerging Opportunities

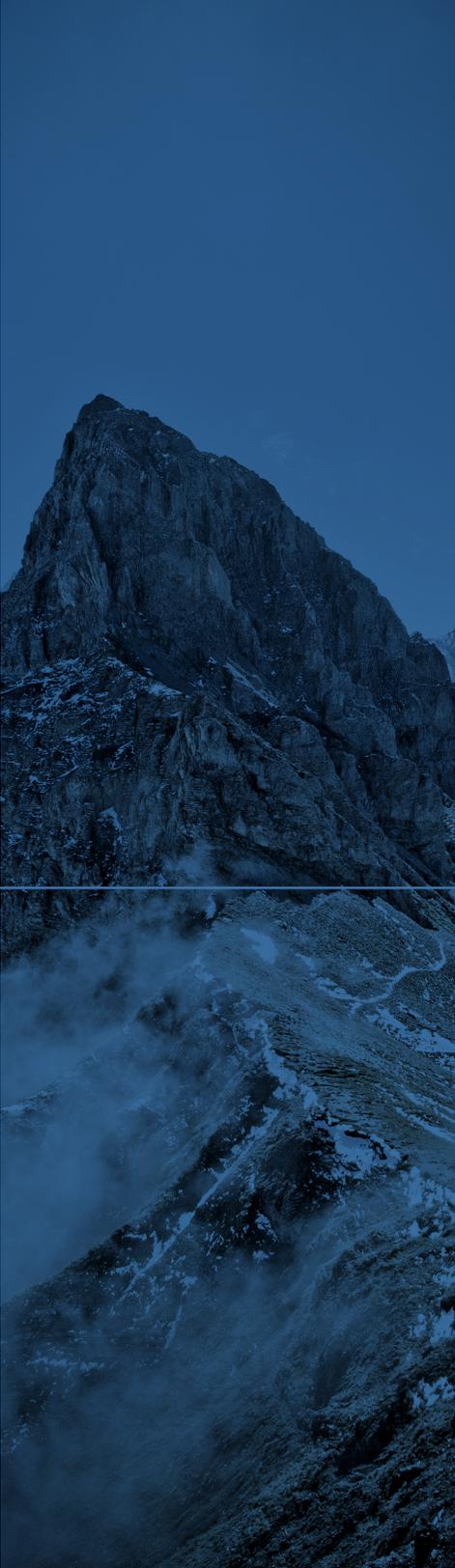
- Organization Design and New Business Models
- Project Portfolio Management
- Customer Centricity in the Digital Age
- Innovation Technology Transformation
- Corporate Entrepreneurship in Action
- Data Driven Innovation

OTHER OBLIGATORY PROGRAM COMPONENTS

- MBA Induction
- Research Skills and Data Analysis
- MBA Dissertation Seminar
- Using Academic and Business Data Bases
- International MBA Congress
- Study Trip Poland
- Study Trip France
- Elective courses

FACULTATIVE PROGRAM COMPONENTS:

- Rising Up seminars
- Acting workshops in Słowacki Theater



The program puts **Executive level communication skills** at its very heart, because leaders can only lead if they can inspire others to work towards a shared vision. Throughout the program, our participants learn and practise public speaking, running successful meetings and pitches, leading Q&As and managing crisis communications. Participants learn not only how to construct messaging that is clear, concise and compelling – but how to deliver this with impact. Course assessment often involves delivering a recorded message to internal or external audiences.

This way Executive MBA participants become confident, empowered and impactful speakers.



„The world certainly needs bold and visionary leaders. At Executive MBA we insist on being very personal and very real to empower people in becoming more self-aware, more capable and ready to make strategic level decisions with confidence.”

Agnieszka Żur, PhD
Program Director

Personal

because our program participants:

- > join a vibrant, interactive community that shares experiences and learning thanks to optimal class size
- > pursue continuous personal growth throughout the program, through individual coaching, mentoring and career development sessions
- > create personal relationships with peers – leading professionals from a variety of industries and business organizations.

Real

because our program participants:

- > address real-life business challenges and pressing issues that they bring into the classroom
- > have a safe space to trust each other and bring up the difficult, or even taboo issues, they can't ask elsewhere
- > can start to use their new learning and skills immediately and this way they experience immediate payback!

Program Participants

On your EMBA journey you are joined by hungry and like-minded people, coming from all walks of life, from different business worlds, ready to lend you a hand. You all have different knowledge, education, skills and experience in your backpacks. This diversity is what makes this journey extraordinary...

The Executive MBA Program is aimed at **driven individuals**, Bachelor and Master graduates with backgrounds in business or related disciplines. Our intakes typically have around 15 years of business experience, and ideally should have at least 5 years of management position experience, ensuring they are familiar with the business environment, open-minded and team players, ready to share and exchange their experience with fellow program participants.

Our program participants are drawn from **diverse backgrounds**, including medium or large companies in consulting and financial services, the automobile industry, IT sector, trade, industrial services as well as those running their own firms. What unites them is that they are managers and business owners, **curious and willing to improve** their business

acumen, their ability to lead people and organizations and to improve their career opportunities.

Graduates of the EMBA Programme are **highly prized** by employers. As our career tracking shows, after graduating from our program, they are **entrusted** with more responsibility, **promoted** in their current workplace, recruited to more senior positions in other companies, or they launch their own business. This **rapid career development** results in enhanced earning potential which enables a quick return on their investment for their MBA.





What I value most in the program is looking at problems from different perspectives; people from many different industries shed new light onto well know areas of business. This ability to understand diverse perspectives was valuable in my international negotiations. My EMBA studies are like a wind that keeps pushing me boldly forward.

Edyta Jaworska

Management Board Member at Selvita
Alumnus of the 20th edition od EMBA program



This program enhanced my competence across all essential aspects of business. I became more informed and empowered in my decision making as a business owner. Solid knowledge can go a long way - our company survived the 2008 crisis and came out stronger than ever and continues to be a top performer in the industry.

Mariusz Bryksy

President of Managerial Board at Bryksy
Alumnus of the 9th edition of EMBA program



The EMBA program gives you a fantastic networking opportunity to meet people outside your industry, broaden your horizons, understand different points of view. It made me a better leader, and I have also established lifelong friendship and contacts to whom I can turn for advice or consultation long after the program is over.

Anna Grabowska

Chief Commercial Officer, V-ce President
of the Management Board at Żabka Polska
Alumnus of the 21st edition of EMBA program

Faculty

The EMBA Programme faculty are respected domestic and international academics representing key business fields, as well as practitioners and top business experts, eager to share their knowledge and rich experience. Together, our prestigious international partner universities, expert experience and teaching skills of our faculty combine to create an innovative programme designed to meet contemporary business needs in a rapidly-changing world.

Methods



Emphasis is put on critical, analytical and reflective thinking, both individual and team work, superior communication skills and creative problem solving. We use the **Harvard Case Study Method** for most courses, as it best meets all these criteria.



We believe “you cannot taste chocolate by reading about it”, so program participants gain direct and hand-on experience of business scenarios through **role play**. This immersion provides an ultimate training field for executives who must live up to many challenging situations and be ready to step out of their comfort zone.



To remain as real as possible, our program encourages participants to bring in their own business cases into the classroom. With these **live cases** we create team challenges, where students step into the role of consultants, work in teams on solutions, and deliver pitches at the end of the process.

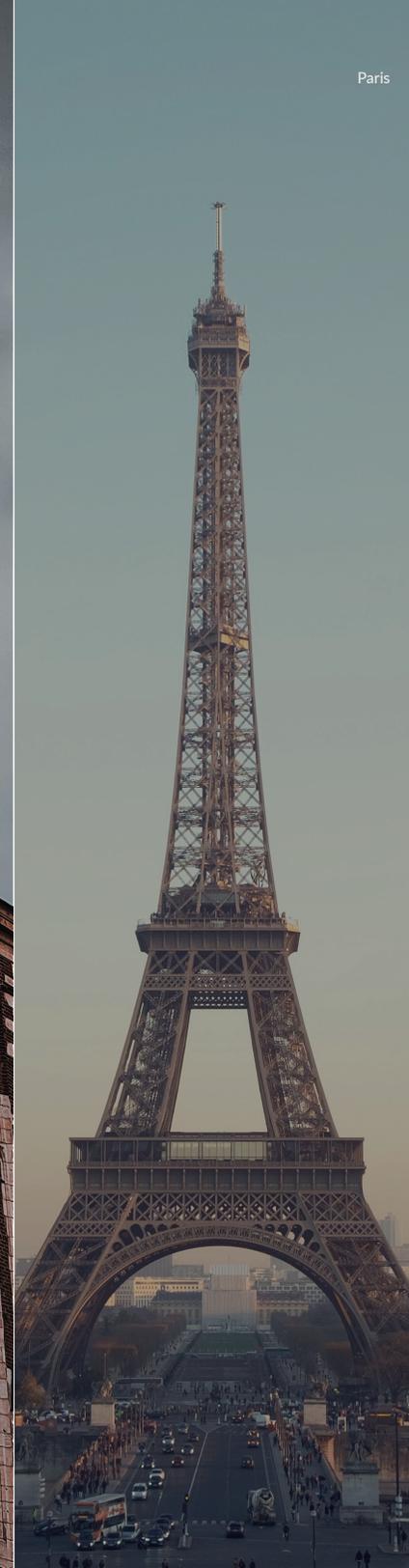


Assessment methods vary and include different modes of evaluation (written papers, projects, presentations, exams, recordings) to reflect real-life learning and delivery according to deadlines. All methods consistently train participants in written and oral **executive level communication** skills.

Our **international EFMD accreditation** is a confirmation of meeting highest world standards in managerial education.

Program organization

- The program lasts four semesters, covers 500 class hours and is delivered on campus fully in English.
- Classes take place once or twice a month in a weekend system (from Friday to Sunday).
- The program includes two mandatory Study Trips: one in Poland, the other – to our international partner in Paris.
- At additional cost the program offers a third study trip to our international Partner in Lisbon.
- Program participants have the opportunity to take part in CSB Alumni Club meetings.
- Executive MBA diploma granted jointly by Cracow School of Business at Cracow University of Economics, EM Normandie Business School from France and AESE Business School from Portugal. Graduates also receive a certificate of completion of postgraduate studies Executive MBA and a transcript of academic records.
- At additional costs, the School offers an opportunity to participate the international business seminars in London, Boston, Shanghai and Ahmedabad.
- Price: 13 100 Euro/59000PLN and a non-refundable application fee of 200Euro/850 PLN



MBA Congress



The International MBA Congress is a mandatory programme component, **organized annually** by Cracow School of Business. The Congress brings together around 150 participants from Poland and abroad – mostly middle and top level managers with an MBA. Top-rated academics, experts and trainers provide **unique access to the highest quality content and most up-to-date knowledge**. As the **only such initiative in Poland**, the Congress also provides an excellent platform for international business networking.

Enter to grow
together.

Learn to reach your
heights.

Leave to lead with
purpose.



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