

# Dual Program

Executive Bachelor of Business  
Administration (EBBA)  
and  
Master of Business Administration  
(MBA)

# Dual Executive Bachelor of Business Administration (EBBA) and Master of Business Administration (MBA)

## An overview

The European Business University of Luxembourg's Dual Executive Bachelor Business Administration (DBA) and Master of Business Administration is an award of two professional degrees, the EBBA and MBA degree. By pursuing the combined program, candidates have a distinct advantage of completing a lower course load.

The online EBBA/MBA allows working professionals, who have a minimum of 10 years working experience, the possibility of obtaining an EBBA and the MBA degree while working full time regardless of geographic location. The infrastructure provides an interactive and intercultural global learning environment with distinct advantages. Earn your EBBA/MBA completely online and take advantage of the opportunity to specialize in one of three concentrations: Financial Markets and Securities, Financial Technology and Blockchain, and Data Science and Artificial Intelligence.

The programme will be of particular benefit to experienced senior executives, consultants, management educators and business school academics. It will enhance one's professional capability and credibility, develop networks, and provide a firm foundation for further career development or a major career move. Employers benefit from supporting candidates for the EBBA/MBA by attracting, developing and retaining key talent and building knowledge for competitive advantage.

Scheduled completion time is 6 years (Full -Time study) including Thesis.



STUDENTS COMPLETING THIS EBBA/MBA PURSUE CAREERS IN:

- ✓ Management Analyst
- ✓ C-Level Executive
- ✓ Market Research Analyst
- ✓ Financial Analyst
- ✓ Consultant
- ✓ Finance Manager
- ✓ Marketing Manager
- ✓ Operations Manager

## Dual DBA/MBA Program Learning Outcomes

The European Business University of Luxembourg's EBBA/MBA Dual Program will enable you to:

- Develop a sound understanding of the relevant conceptual and theoretical underpinnings of your chosen area of research into business and management
- Have a detailed understanding of applicable techniques for research and advanced academic and management enquiry
- Create and interpret knowledge through original research. Enhance both your performance as a reflective practitioner and your professional practice
- Develop personal, consultancy and research competences to undertake rigorous research at an advanced level that contributes to theory and practice in business and management
- Demonstrate professionalism and leadership
- Apply knowledge and skills to solve multiple and varied business problems
- Demonstrate a global perspective
- Possess the skills to integrate business concepts from various disciplines
- Have an appreciation for ethical decision-making.

## Program Structure Year 1 – 4 (Bachelor component)

| Year 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Year 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Year 3                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Year 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
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| <p><b><u>Term I/Year 1</u></b></p> <p><b>EBBA100 BUSINESS MANAGEMENT, I &amp; II (10 ECTS)</b></p> <ul style="list-style-type: none"> <li>- Decision Making Tools</li> <li>- Entrepreneurship</li> <li>- Ethics in Business</li> </ul> <p><b>EBBA101 HUMAN RESOURCE MANAGEMENT, I &amp; II (10 ECTS)</b></p> <ul style="list-style-type: none"> <li>- Recruitment &amp; Selection</li> <li>- Performance and Management</li> <li>- Employee Relations and Labour laws</li> </ul> <p><b><u>Term II/Year 1</u></b></p> <p><b>EBBA102 FINANCIAL ACCOUNTING, I &amp; II (10 ECTS)</b></p> <ul style="list-style-type: none"> <li>- Recording of Financial Transactions</li> <li>- Bookkeeping, T-Accounting and Journal entries</li> <li>- Profits, Cash Flow, Assets and Liabilities</li> </ul> <p><b>EBBA103 BUSINESS ETHICS, I &amp; II (10 ECTS)</b></p> <ul style="list-style-type: none"> <li>- Business Problems and Issues</li> <li>- Corporate Strategy and Objectives</li> <li>- CSR, CER, and Public stakeholders</li> </ul> <p><b><u>SUMMER Term /Year 1</u></b></p> <p><b>EBBA305 THESIS (10 ECTS)</b></p> | <p><b><u>Term I/Year 2</u></b></p> <p><b>EBBA200 CUSTOMER RELATIONS MANAGEMENT (5 ECTS)</b></p> <ul style="list-style-type: none"> <li>- IT for Sales force</li> <li>- Customer Acquisition and Management</li> <li>- B2B Relationship Management</li> </ul> <p><b>EBBA201 BUSINESS FINANCE, I &amp; II (10 ECTS)</b></p> <ul style="list-style-type: none"> <li>- Foundations of Finance</li> <li>- Risk Management</li> <li>- Working Capital</li> </ul> <p><b><u>Term II/Year 2</u></b></p> <p><b>EBBA202 MACROECONOMICS, I &amp; II (10 ECTS)</b></p> <ul style="list-style-type: none"> <li>- Fiscal and Monetary Policy</li> <li>- Unemployment and Inflation</li> </ul> <p><b>EBBA203 THE GLOBAL ECONOMY (5 ECTS)</b></p> <ul style="list-style-type: none"> <li>- International Trade</li> <li>- Exchange Rates, Interest Rates</li> <li>- Balance of Trade</li> </ul> <p><b><u>SUMMER Term /Year 2</u></b></p> <p><b>EBBA305 THESIS (10 ECTS)</b></p> | <p><b><u>Term I/Year 3</u></b></p> <p><b>EBBA/1C CASES IN GENDER EQUALITY (10 ECTS)</b></p> <ul style="list-style-type: none"> <li>- Law and governance</li> <li>- Promoting Gender Equality</li> <li>- Gender Mainstreaming</li> </ul> <p><b><u>Term II/Year 3</u></b></p> <p><b>EBBA/2C CASES IN FINANCE (10 ECTS)</b></p> <p><b>EBBA/3C CASES IN MARKETING (10 ECTS)</b></p> <p><b><u>SUMMER Term /Year 3</u></b></p> <p><b>EBBA305 THESIS (10 ECTS)</b></p> | <p><b><u>Term I/Year 4</u></b></p> <p><b>EBBA300 QUANTITATIVE BUSINESS METHODS, I &amp; II (10 ECTS)</b></p> <ul style="list-style-type: none"> <li>- Methods of Forecasting</li> <li>- Time Series Analysis</li> <li>- Distribution and Analysis of Variance</li> </ul> <p><b>EBBA301 MARKETING MANAGEMENT, I &amp; II (10 ECTS)</b></p> <ul style="list-style-type: none"> <li>- Forces of Globalisation</li> <li>- Personal Values and Ethics Multiple Stakeholders</li> </ul> <p><b><u>Term II/Year 4</u></b></p> <p><b>EBBA302 COMMUNICATION SKILLS, I &amp; II (10 ECTS)</b></p> <ul style="list-style-type: none"> <li>- Communication Theories</li> <li>- Effective Presentations</li> <li>- Developing Listening Skills</li> </ul> <p><b>EBBA303 PRODUCTION &amp; OPERATIONS MANAGEMENT, I &amp; II (10 ECTS)</b></p> <ul style="list-style-type: none"> <li>- Forces of Globalisation</li> <li>- Kaizen and Quality Circles</li> <li>- JIT and Lean Manufacturing</li> </ul> <p><b><u>SUMMER TERM/Year 4</u></b></p> <p><b>EBBA304 STRATEGIC MANAGEMENT, I &amp; II (10 ECTS)</b></p> <ul style="list-style-type: none"> <li>- Crafting and Executing Strategy</li> <li>- Corporate Culture and Leadership</li> <li>- Strategies for Competing</li> </ul> |

## Program Structure Year 5-6 (MBA and Thesis component)

| TERM I (OCTOBER - DECEMBER)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | TERM II (JANUARY - MARCH)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | TERM III (APRIL - JUNE)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
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| <p><b>MBA100 MARKETING MANAGEMENT (4 ECTS)</b></p> <ul style="list-style-type: none"> <li>- Marketing Analysis &amp; Research</li> <li>- Internet Marketing and ICT</li> <li>- Customer Relations Management</li> </ul> <p><b>MBA101 HUMAN. RESOURCE MANAGEMENT (4 ECTS)</b></p> <ul style="list-style-type: none"> <li>- Recruitment &amp; Selection</li> <li>- Performance and Management</li> <li>- Employee Relations and Labour laws</li> </ul> <p><b>MBA102 FINANCIAL ACCOUNTING AND REPORTING. (4 ECTS)</b></p> <ul style="list-style-type: none"> <li>- Recording of Financial Transactions</li> <li>- Bookkeeping, T-Accounting and Journal entries</li> <li>- Profits, Cash Flow, Assets and Liabilities</li> </ul> <p><b>MBA103 CORPORATE POLICY AND ETHICS (4 ECTS)</b></p> <ul style="list-style-type: none"> <li>- Business Problems and Issues</li> <li>- Corporate Strategy and Objectives<br/>CSR, CER, and Public stakeholders</li> </ul> <p><b>MBA105 BUSINESS LAW SEMINAR (2 ECTS) – SEMINAR</b></p> <ul style="list-style-type: none"> <li>- Elements of Contract law</li> <li>- Disputes, Arbitration and Settlement</li> </ul> | <p><b>MBA200 INTERNATIONAL MARKETING (4 ECTS)</b></p> <ul style="list-style-type: none"> <li>- Competitive Advantage</li> <li>- Global Advertising/Promotion</li> <li>- Brand and Product Decisions</li> </ul> <p><b>MBA201 ENTREPRENEURSHIP (4 ECTS)</b></p> <ul style="list-style-type: none"> <li>- Foundations of Entrepreneurship</li> <li>- Creativity &amp; Risk</li> <li>- Human Capital Management</li> </ul> <p><b>MBA202ADVANCED MANAGERIAL ACCOUNTING. (4 ECTS)</b></p> <ul style="list-style-type: none"> <li>- Job Order Costing</li> <li>- Activity Based Costing</li> <li>- Segment Reporting</li> </ul> <p><b>MBA203 THE GLOBAL ECONOMY (4 ECTS)</b></p> <ul style="list-style-type: none"> <li>- International Trade</li> <li>- Exchange Rates, Interest Rates</li> <li>- Balance of Trade</li> </ul> <p><b>MBA204 GLOBAL STRATEGIC MANAGEMENT (4 ECTS)</b></p> <ul style="list-style-type: none"> <li>- Forces of Globalisation</li> <li>- Personal Values and Ethics</li> <li>- Multiple Stakeholders</li> </ul> <p><b>MBA205 COMMUNICATION SKILLS (1 ECTS) – SEMINAR</b></p> <ul style="list-style-type: none"> <li>- Communication Theories</li> <li>- Effective Presentations</li> <li>- Developing Listening Skills</li> </ul> | <p><b>MBA300 OPERATIONS MANAGEMENT (4 ECTS)</b></p> <ul style="list-style-type: none"> <li>- Supply Chain Management</li> <li>- Logistics Management</li> <li>- Product Design and Development</li> </ul> <p><b>MBA302 CORPORATE FINANCE (4 ECTS)</b></p> <ul style="list-style-type: none"> <li>- Capital Asset Pricing Model</li> <li>- Stock and Bond Valuations</li> <li>- Debt Management</li> </ul> <p><b>MBA303 INFORMATION TECHNOLOGY AND STRATEGY (4 ECTS)</b></p> <ul style="list-style-type: none"> <li>- Technology Management</li> <li>- Diffusion and Absorption</li> <li>- Innovation and Management</li> </ul> <p><b>MBA304 Negotiation (1 ECTS) – SEMINAR</b></p> <ul style="list-style-type: none"> <li>- Effective Negotiation</li> <li>- Appropriate Tactics</li> <li>- Confidence in Negotiation</li> </ul> |
| <p><b>MBA305 THESIS (30 ECTS)</b><br/> <b>CAMPUS WEEK – OPTIONAL</b></p> <p><b>*Master Thesis will be completed during the 12 months following the completion of the MBA course studies.</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

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