

Executive MBA Program

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



Krakow School of Business at Krakow 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**: Krakow School of Business KUE 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.

A person is sitting on the edge of a dark, rocky cliff, looking out over a vast, hazy landscape of rolling hills and mountains under a soft, overcast sky. The person is wearing a dark tank top and a cap. The overall mood is contemplative and aspirational.

Join us to...

develop
a powerful network
of high-caliber
professionals

change
your career
path and
take on new
challenges

radically
enhance
your
business
acumen

confidently take on 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

- Leading Self – Personal Development Seminar and Individual Coaching
- Leadership and Change Management
- Public Speaking Masterclass
- Business Communication with Storytelling
- Building and Leading Intercultural Teams
- Critical Systems Thinking

MODULE 2.

Strategic Decisions

- Financial Markets and Macroeconomic Trends
- Sales Management
- Global Marketing
- People Performance Management
- Strategic Management
- International Business
- Business Game

MODULE 3.

Performance Management

- Strategic Financial Management
- International Taxation
- Corporate Governance
- ESG Performance Reporting

MODULE 4.

Technology and digitalization

- Value Creation in the Digital Age
- Innovation Technology Transformation
- Corporate Entrepreneurship & New Business Models
- Data Driven Organization

OTHER OBLIGATORY PROGRAM COMPONENTS

- Study Trip Poland
- Study Trip France (EM Normandie campus)
- Study Trip Lisbon (AESE campus)
- MBA Induction
- Introduction to MBA Dissertation
- Research Skills and Data Analysis
- MBA Dissertation Seminar
- Using Academic and Business Data Bases
- International MBA Congress
- Choice of elective courses which allows for program personalization



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.



„Connections change everything. In our EMBA, they turn theory into breakthroughs, colleagues into allies, and challenges into opportunities. This is where leaders learn not just to think differently, but to connect the dots that others can't see.”

Tomasz Kasproicz Ph.D.
Program Director

Personal

because our program participants:

- > join a vibrant, interactive community that shares experience and learning thanks to optimal class size
- > pursue continuous personal growth throughout the program, through individual coaching and career mentoring 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 discuss 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 Program 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 in 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 known areas of business. This ability to understand diverse perspectives was valuable in my international negotiations. My EMBA Program is like a wind that keeps pushing me boldly forward.

Edyta Jaworska

President of Management Board at Croda
Alumnus of the 20th edition of 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 Management 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

Managing Director at Żabka International,
Executive V-ce President of the Management
Board at Żabka Group
Alumnus of the 21st edition of EMBA Program

Faculty

The EMBA Program 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 program 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 selected 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.



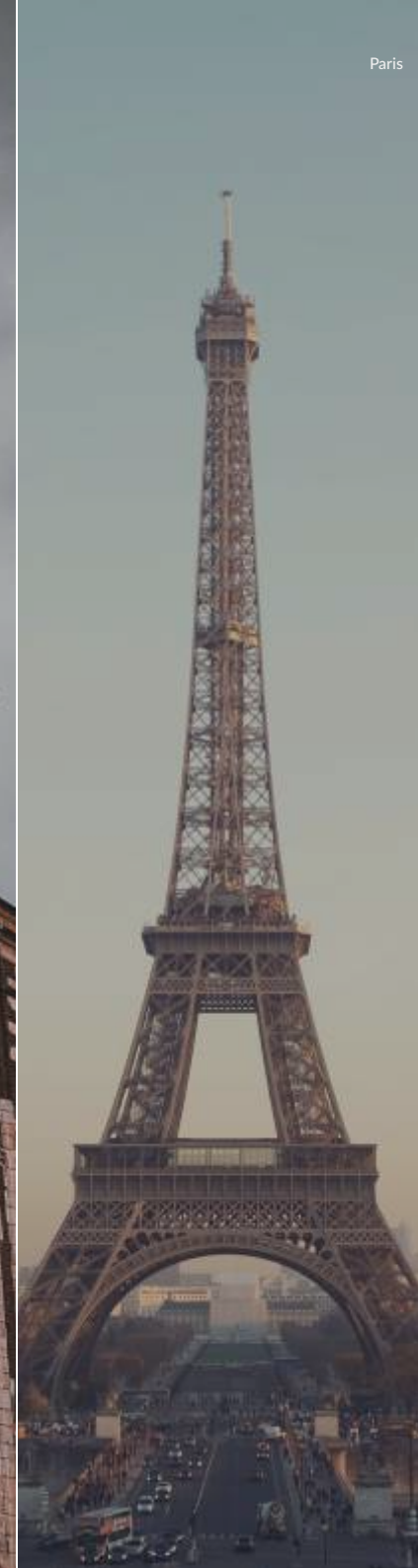
Assessment methods vary and include different modes of evaluation (written papers, projects, presentations, exams, recordings) to reflect real-life learning and delivery according to deadlines. All methods consistently train participants in written and oral **executive level communication** skills.



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

Program organization

- The program covers 510 class hours, and the courses are delivered on campus fully in English over 15 months and students get 3 additional months to finalize their MBA Dissertation.
- 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 KSB Alumni MBA Club meetings.
- Executive MBA diploma granted by Krakow School of Business at Krakow University of Economics in cooperation with 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 seminar in Lisbon.
- Check the price at our website: ksb.uek.krakow.pl



MBA Congress



The International MBA Congress is a mandatory program component, **organized annually** by Krakow School of Business KUE. The Congress brings together around 200 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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