

Executive MBA Program

*Your experience got you here.
Your Executive MBA journey takes you further.*

31 years of Executive MBA experience

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

The next level of leadership requires more than experience.

Experience has brought you to where you are today. The Executive MBA broadens the perspective you need for what comes next.



The Executive MBA develops your ability to think strategically, make decisions in complexity and uncertainty, and connect the perspectives of strategy, finance, technology and people. The program is delivered in cooperation with Krakow School of Business at Krakow University of Economics, EM Normandie Business School in France and AESE Business School in Portugal.

It is designed for experienced leaders who want not only to deepen their knowledge, but also to challenge the assumptions that shaped their success so far. For 31 years, Krakow School of Business has been developing leaders through Executive MBA education. The program's quality is confirmed by international EFMD accreditation.



An Executive MBA should not only change what leaders know. It should change the perspective from which they lead, decide and create impact.

What you gain

A grayscale photograph of a person sitting on the edge of a cliff, looking out over a vast, hazy landscape. The person is wearing a cap and a dark top. The cliff edge is rugged and rocky. The background shows rolling hills and a distant horizon under a soft sky.

Build a high-value executive network

Create meaningful relationships with experienced leaders from different industries and backgrounds.

Expand your leadership perspective

Explore new directions, challenge established assumptions and prepare for broader responsibility.

Strengthen your business acumen

Connect strategy, finance, technology and people to make better business decisions.

Strengthen your executive judgment

Make better decisions in complexity, uncertainty and changing business conditions.

Learn from diverse perspectives

Exchange experience with leaders who bring different industries, functions and ways of thinking.

Invest in personal transformation

Strengthen self-awareness and broaden the perspective from which you lead.

Increase your leadership impact

Lead with greater awareness, clarity and responsibility for long-term outcomes.

Program Structure

MODULE I 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 II STRATEGIC LEADERSHIP

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

MODULE III PERFORMANCE MANAGEMENT

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

MODULE IV 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 Portugal (AESE campus)
- MBA Induction
- Introduction to MBA Dissertation
- Research Skills and Data Analysis
- MBA Dissertation Seminar
- Using Academic and Business Databases
- International MBA Congress
- Elective Courses



Executive-level communication is at the heart of effective leadership. Strategic decisions create value only when leaders can communicate them with clarity, credibility and influence.

Throughout the program, participants develop practical skills in public speaking, executive meetings, pitching, Q&A sessions and crisis communication.

They learn how to structure clear, concise and compelling messages - and how to deliver them with confidence and impact.

Selected assessments include recorded executive messages prepared for internal or external audiences.

The result: greater confidence, stronger executive presence and more effective leadership communication.



“An Executive MBA should not only change what leaders know. It should change the perspective from which they lead, decide and create impact.”

Monika Firlińska, EMBA
Executive MBA Program Director

PERSONAL

Because meaningful development is personal:

- > Join a highly engaged executive community where experience, perspectives and learning are actively shared.
- > Develop continuously through individual coaching, mentoring and structured personal reflection.
- > Build meaningful relationships with experienced leaders representing different industries, functions and business perspectives.

REAL

Because executive learning must be real:

- > Bring real business challenges into the classroom and work on issues that matter in their organizations today.
- > Learn in a trusted environment where complex, sensitive and difficult leadership challenges can be discussed openly.
- > Apply new perspectives and tools immediately, translating learning into value for their organizations from the very beginning.

Who You Learn With

Your Executive MBA cohort becomes an essential part of the learning experience. You study alongside experienced leaders from different industries, functions and professional backgrounds - people who bring different perspectives, challenge assumptions and contribute knowledge gained through real business responsibility.

The Executive MBA Program is designed for experienced managers, business owners, senior specialists, and current or future management board members. Candidates are expected to hold a university degree, demonstrate a very good command of English and have at least 5 years of managerial experience or experience as a high-level specialist.

We intentionally build diverse cohorts, bringing together participants from different industries, functions, organizations and career paths. What unites them is professional maturity, curiosity, openness to different perspectives and the willingness not only to learn, but also to contribute their own experience to the development of the entire group.

The average participant is 39 years old, creating a learning environment grounded in substantial professional and leadership experience.

Over 31 years, the Executive MBA has built a community of 914 alumni. Our graduates continue their development across senior management, board-level, entrepreneurial and leadership roles, applying a broader strategic perspective to the organizations and communities they influence.



The Executive MBA Impact



When I began the Executive MBA program, I expected to broaden my business perspective and develop the competencies needed to move from operational management to strategic thinking. The program gave me much more. It taught me to take a holistic view of an organization, make decisions within a broader context, and lead with greater awareness and purpose. Today, I apply this knowledge in building the Polish Institute of Wellness & Longevity, bridging the worlds of science and business with a long-term, strategic perspective.

Małgorzata Heitzman-Lekki

*President, Polish Institute of Wellness & Longevity
Alumna of the 29th Edition of Executive MBA
at Krakow School of Business*



One of the most immediate benefits of the EMBA has been a stronger awareness of how I communicate as a leader — and how that shapes decisions, trust and alignment across an organization. I already apply this perspective in my daily work, leading a global cybersecurity function, working across cultures and functions, and engaging senior leadership on complex topics where clarity, context and credibility matter. The program has made me more deliberate in how I frame issues, build alignment and influence outcomes, helping me lead with greater impact across a complex global organization.

Marcin Kopeć

*Global Head of Cybersecurity Effectiveness, ABB
Alumnus of the 30th Edition of Executive MBA
at Krakow School of Business*



The Executive MBA program at the Krakow School of Business CUE serves as an elite platform that enables executives to transcend the boundaries of day-to-day management in order to build a long-term strategy. The greatest value of these studies lies in unique networking and a synergistic exchange of experience among leaders from various industries, generating tangible business benefits for years to come. It is an intensive leadership transformation process that represents the ultimate investment in the sustainable competitive advantage of key management personnel.

Agnieszka Jelonek

*Chief HR Officer, Ever Group
Alumna of the 18th Edition of Executive MBA
at Krakow School of Business*

Faculty

Our faculty combines respected Polish and international academics with experienced business practitioners and senior experts. Together with our international partner schools, they bring diverse perspectives, current business practice and academic rigor into the Executive MBA learning experience.

& Learning Methods



The program develops critical, analytical and reflective thinking, effective teamwork, executive communication and complex problem solving. Selected courses use the Harvard Case Study Method to challenge participants to analyse situations from multiple perspectives and make decisions under uncertainty.



Learning is designed around application, not passive knowledge acquisition. Simulations, role plays and experiential exercises allow participants to test their judgment, communication and leadership skills in demanding business situations.



Participants are encouraged to bring real business challenges into the classroom. Working with live cases, they analyse complex problems, develop solutions in teams and present recommendations in an executive setting.



Assessment reflects the variety of challenges executives face in practice and includes written assignments, projects, presentations, examinations and recorded communication. Throughout the program, participants strengthen both written and oral executive-level communication.

The quality of the Executive MBA Program is confirmed by international EFMD accreditation.

Program Organization

- The Executive MBA Program lasts 2 years (4 semesters) and comprises 530 class hours. Classes are delivered over 15 months, with the remaining period dedicated to completing the MBA Dissertation.
- Classes are held once or twice a month in a weekend format: Friday from 3:00 p.m. to 9:00 p.m., and Saturday and Sunday from 9:00 a.m. to 4:00 p.m.
- The program includes three Study Trips: Poland, Paris / France at EM Normandie Business School, and Lisbon / Portugal at AESE Business School.
- Program participants become part of the wider KSB MBA community, creating opportunities to build relationships beyond their own cohort.
- Graduates receive an Executive MBA diploma granted by Krakow School of Business at Krakow University of Economics in cooperation with EM Normandie Business School, France, and AESE Business School, Portugal. They also receive a certificate of completion of Executive MBA postgraduate studies and an academic transcript.
- For current tuition fees and recruitment information, visit: ksb.uek.krakow.pl



Krakow



Paris / France



Lisbon / Portugal

International MBA Congress

*XXII International MBA Congress 2026:
64 speakers and a cross-sector community
of business, academia, public institutions,
NGOs and MBA leaders.*

The International MBA Congress is a mandatory component of the Executive MBA experience, organized annually by Krakow School of Business at Krakow University of Economics.

The Congress brings together leaders from business, academia, public institutions, non-governmental organizations and the MBA community from Poland and abroad.

Keynote speeches, expert debates and panel discussions create a space for reflection on the strategic challenges shaping contemporary business and leadership.

Beyond knowledge exchange, the Congress creates a high-value platform for cross-sector dialogue, relationship-building and meaningful executive networking.



Enter with experience.

Leave with a broader perspective.

Lead with purpose.
Create meaningful impact.

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KRAKOW UNIVERSITY OF ECONOMICS

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