



Università degli Studi
Guglielmo Marconi



EUROPEAN
GRADUATE SCHOOL
of MANAGEMENT

Guglielmo Marconi University
Master of Business
Administration



**Università degli Studi
Guglielmo Marconi**

Guglielmo Marconi University

Guglielmo Marconi University is situated in the Heart of Rome, capital of Italy. It is a world-class university known for Tradition, Quality and Excellence.

The University was recognized by the Italian Ministry of Education, University and Research in 2004. Marconi University has cooperation agreements with European, American, African, Middle Eastern, and Central and South American institutions. The GUIDE Association – Global Universities In Distance Education – was founded in 2005 by Marconi University with the aim to develop and support international cooperation and open distance learning worldwide.

Marconi's mission is to provide innovative and affordable high-quality degree programs and learning opportunities to both domestic and international students.

Our goal is to build up a community and enrich students' lives by promoting educational and professional growth and to encourage student - centered learning at all levels, supported by technological resources and led by qualified faculty and staff. University even provides an outstanding educational experience through academic and administrative support services which also promote interdisciplinary research and innovation.





European Graduate School of Management

Partner: Middle East & Africa

European Graduate School of Management is involved in collaborating with leading universities and B-schools globally in order to provide high quality and internationally accredited programs to learners in Middle East & Africa.

The programs are customized to fit a working professional 'wish list', ticking all the right boxes of affordability, flexibility, blended mode and taught by reputed faculty members.

The program is imparted through teaching courses that are vital to businesses today. The pedagogy involves laying a sound foundation through concepts and applying those to relevant scenarios. Faculty members engage the students in discussions, case studies, videos, simulations and presentations performed individually or in groups.

The professional team ensures that the busy professionals are able to complete the programs on time by providing real time assistance.

The school also firmly believes in power of networking as the business development rests heavily on exchange of ideas of like minded individuals. We offer opportunities for students and alumni to interact with industry leaders during guest lectures and conference.

Your Peers

You will have a privileged opportunity to work, interact, and create life-long friendships with an elite group of professionals from all around the world, coming from diverse backgrounds, functions, and sectors. This diversity is guaranteed to enrich your experience and challenge you to the fullest.



University of Marconi Student Profile



16,000

Students Enrolled



15,000+

Graduate Students



72

Country Coverage



5.8 Years

Avg. Work Exp.



33.5%

Overseas Students



40.2%

Female



Accredited by
Ministry of Higher
Education in Italy



Faculty from UK
Europe & USA



Outstanding
Support



MBA Placement Highlights

Industry

Financial Services	30.4%
Technology	17.6%
Manufacturing	15.5%
Healthcare	8.1%
Consulting	5.4%
Consumer Packaged Goods	4.7%
Education	3.4%
Media/Entertainment	3.4%
Retail	2.7%
Others	8.8%

Job Source

School Resources	66.2%
Personal Network	20.1%
Other Websites/Direct Mail	5.8%
Previous Employer	2.9%
Headhunter/Agency	2.2%
Others	2.8%

Function

Finance	32.2%
General Management	26.7%
Marketing/Sales	16.4%
Consulting	12.3%
Operations/Logistics	2.7%
Human Resources	2.1%
Information Technology	1.4%
Others	6.2%

Position

Manager	39.1%
Professional	21.0%
Director	8.0%
Assistant Manager	5.1%
GM/Vice GM	2.2%
Supervisor	2.2%
Others	5.0%

Specialization of Master of Business Administration in

- › Marketing Management
- › Health care Management
- › Quality Management
- › Project Management
- › Human Resources Management
- › Finance Management
- › Supply Chain Management
- › Entrepreneurship Management
- › Public Health Management
- › Hospitality Management



Students Profile by Region

Middle East	55%
Europe	8%
Asia	16%
Africa	19%
South America	2%



Master of Business Administration in

Program Structure

- › Marketing Management
- › Health care Management
- › Quality Management
- › Project Management
- › Human Resources Management
- › Finance Management
- › Supply Chain Management
- › Entrepreneurship Management
- › Public Health Management
- › Hospitality Management

Name of the University	Guglielmo Marconi University - Italy
Accreditation	Italian Ministry of Education Greek Ministry of Education
Duration	10 - 12 months
Intake	Monthly
Program Structure	Level 7 - 9 Courses + 2 Specialization Courses + Master Business Plan
Assessment	Final Assignment
Payment Mode	Pay per course / month
Lecturers from	Europe, UK and USA
Online learning Management System (LMS)	European Graduate School of Management LMS
Graduation	Option of Attending Graduation Ceremony in Rome, Italy



Università degli Studi
Guglielmo Marconi



EUROPEAN
GRADUATE SCHOOL
of MANAGEMENT

Guglielmo Marconi University **Master of Business Administration in**

Marketing Management

**Level 7 - 8 Courses + Research
Writing Final Project**

SPECIALIZATION COURSES

- **Marketing Planning**
- **Consumer Behaviour**
- + **Master Business Plan**





Università degli Studi
Guglielmo Marconi



EUROPEAN
GRADUATE SCHOOL
of MANAGEMENT

Guglielmo Marconi University **Master of Business Administration in**

HealthCare Management

**Level 7 - 8 Courses + Research
Writing Final Project**

SPECIALIZATION COURSES

- **HealthCare Accreditation**
- **HealthCare Policies & Procedures**
- + **Master Business Plan**





Università degli Studi
Guglielmo Marconi



EUROPEAN
GRADUATE SCHOOL
of MANAGEMENT

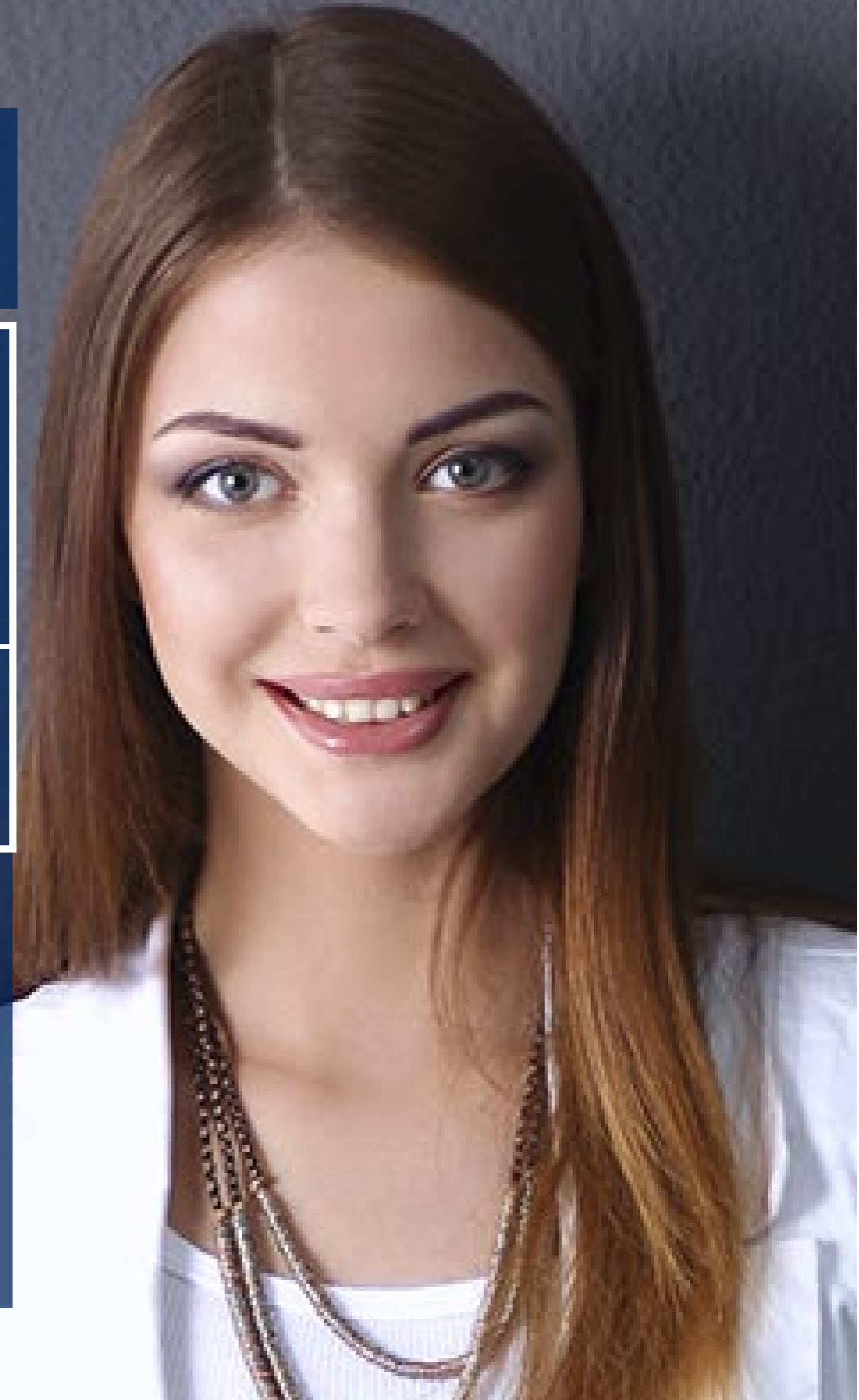
Guglielmo Marconi University **Master of Business Administration in**

Quality Management

**Level 7 - 8 Courses + Research
Writing Final Project**

SPECIALIZATION COURSES

- **Quality Management**
- **Corporate Social Responsibility**
- + **Master Business Plan**





Università degli Studi
Guglielmo Marconi



EUROPEAN
GRADUATE SCHOOL
of MANAGEMENT

Guglielmo Marconi University **Master of Business Administration in**

Project Management

**Level 7 - 8 Courses + Research
Writing Final Project**

SPECIALIZATION COURSES

- **Delivering Successful Projects**
- **Operation Management**
- + **Master Business Plan**





Università degli Studi
Guglielmo Marconi



EUROPEAN
GRADUATE SCHOOL
of MANAGEMENT

Guglielmo Marconi University **Master of Business Administration in**

Human Resources Management

**Level 7 - 8 Courses + Research
Writing Final Project**

SPECIALIZATION COURSES

- **Resourcing, Talent and Performance Management**
- **Advanced Human Resource Development**
- + **Master Business Plan**





Università degli Studi
Guglielmo Marconi



EUROPEAN
GRADUATE SCHOOL
of MANAGEMENT

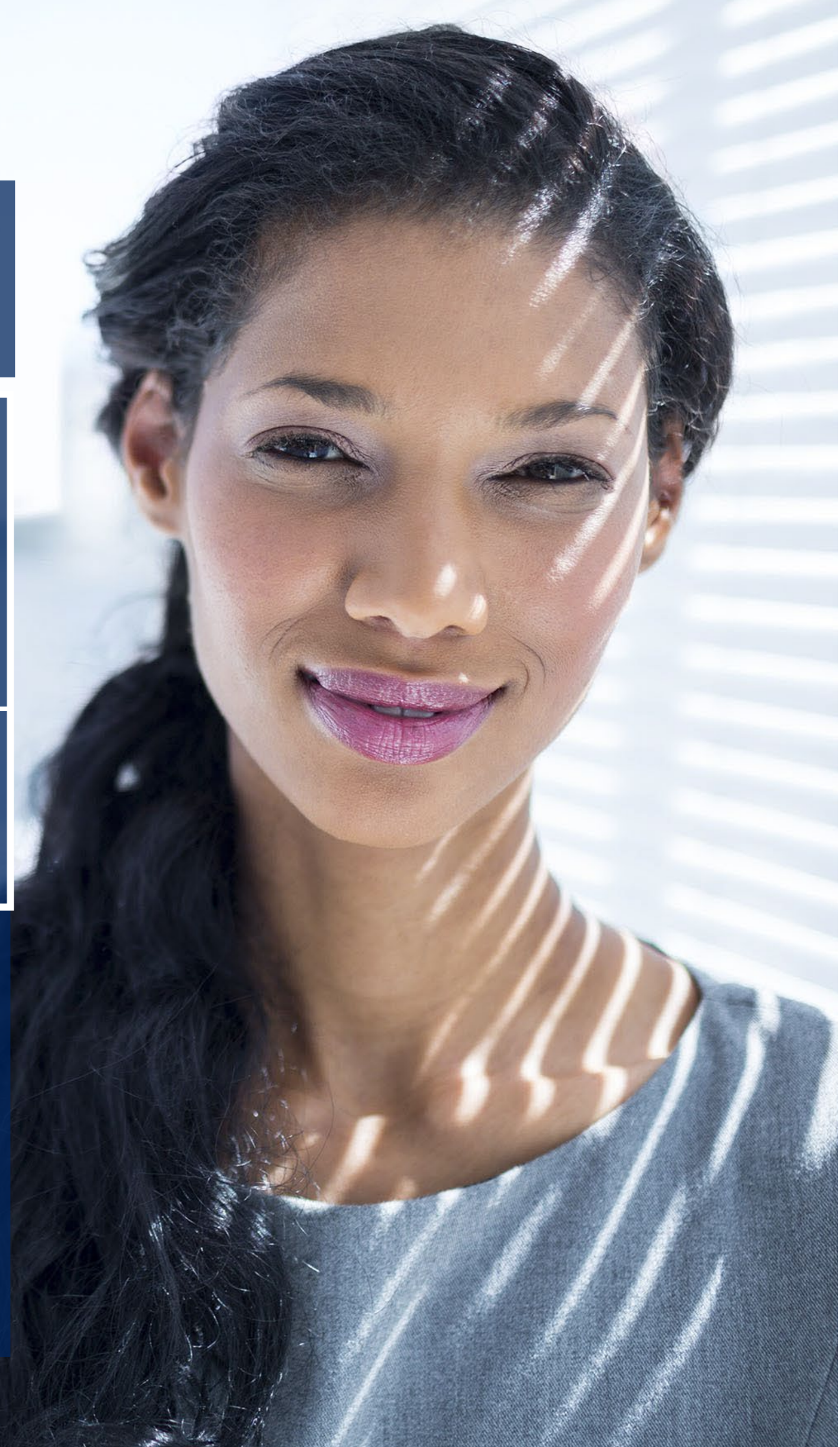
Guglielmo Marconi University **Master of Business Administration in**

Finance Management

**Level 7 - 8 Courses + Research
Writing Final Project**

SPECIALIZATION COURSES

- **Financial Statement Analysis**
- **Investment and portfolio Management**
- + **Master Business Plan**





Università degli Studi
Guglielmo Marconi



EUROPEAN
GRADUATE SCHOOL
of MANAGEMENT

Guglielmo Marconi University **Master of Business Administration in**

Supply Chain Management

**Level 7 - 8 Courses + Research
Writing Final Project**

SPECIALIZATION COURSES

- **Operations Management**
- **Fundamentals of Logistics & Supply Chain**
- + **Master Business Plan**





Università degli Studi
Guglielmo Marconi



EUROPEAN
GRADUATE SCHOOL
of MANAGEMENT

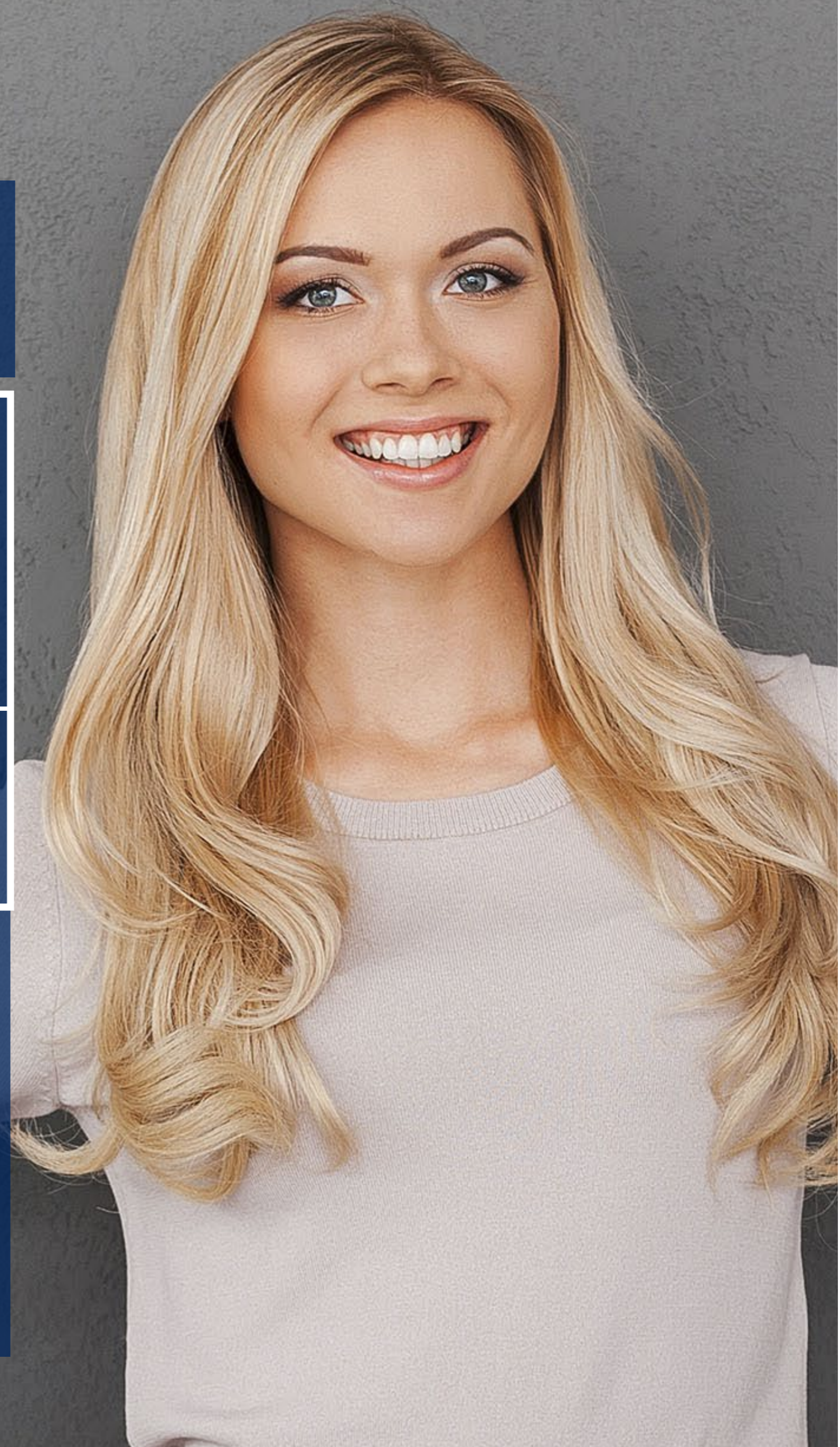
Guglielmo Marconi University **Master of Business Administration in**

Entrepreneurship Management

**Level 7 - 8 Courses + Research
Writing Final Project**

SPECIALIZATION COURSES

- **Entrepreneurship Management**
- **Planning for new Business Ventures**
- + **Master Business Plan**





Università degli Studi
Guglielmo Marconi



EUROPEAN
GRADUATE SCHOOL
of MANAGEMENT

Guglielmo Marconi University **Master of Business Administration in**

Public Health Management

**Level 7 - 8 Courses + Research
Writing Final Project**

SPECIALIZATION COURSES

- **Health Policy and Process**
- **Critical Foundations of Public Health**
- + **Master Business Plan**





Università degli Studi
Guglielmo Marconi



EUROPEAN
GRADUATE SCHOOL
of MANAGEMENT

Guglielmo Marconi University **Master of Business Administration in**

Hospitality Management


**Level 7 - 8 Courses + Research
Writing Final Project**

SPECIALIZATION COURSES


- **International Hospitality and
Resort Operation**
- **Customer Service: The Guest Experience
+ Master Business Plan**





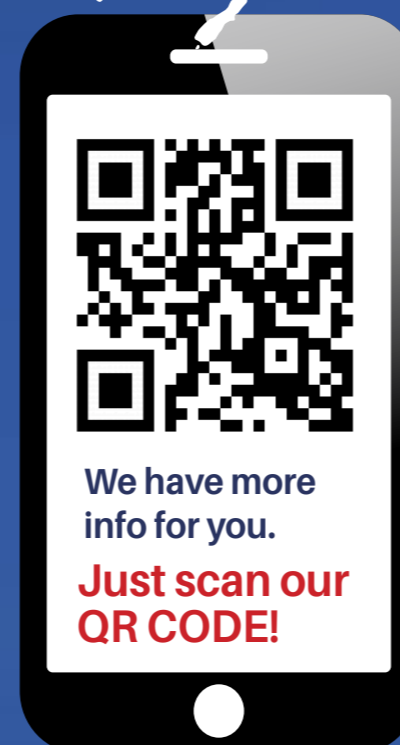
 P.O. Box No: 391186 Suite 17,
The Iridium Building Umm Suqeim Road,
Al Barsha, Dubai, United Arab Emirates

 +971 50 6374413

 +971 43 873118

 admissions@egsm-edu.com

 www.egsm-edu.com



FACEBOOK



Like us on Facebook
www.facebook.com/egsmedu

YOU TUBE



Watch us on YouTube
European Graduate School
of Management

INSTAGRAM



Follow us on Instagram
[@egsmedu](https://www.instagram.com/egsmedu)



Disclaimer: The information in this brochure is current as at the date of printing and is subject to change. You can find updated information on our website at www.egsm-edu.com. With the aim of continual improvement the European Graduate School of Management is committed to regular reviews of the degrees, diplomas, certificates and courses on offer. As a result the specific programs and courses available will change from time to time. Please refer to www.egsm-edu.com for the most up-to-date information or contact us on +971 50 6374413. European Graduate School of Management assumes no responsibility for the accuracy of information provided by third parties.

© European Graduate School of Management 2020. All rights reserved.