



INTERNATIONAL MBA PROGRAM

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INTERNATIONAL ADVISORY BOARD CSB CUE
Cracow, 5th of April, 2017

INTERNATIONAL MBA PROGRAM

POSTGRADUATE STUDIES
MBA STUDIES 

St. Gallen
Business School



Now we run the
11th EDITION
of the International MBA Program



We have already educated
189 GRADUATES
of the International MBA Program



57% OF OUR FACULTY
are foreign lecturers



Graduates of the program come from
17 COUNTRIES
around the world

INTERNATIONAL MBA

PROGRAM

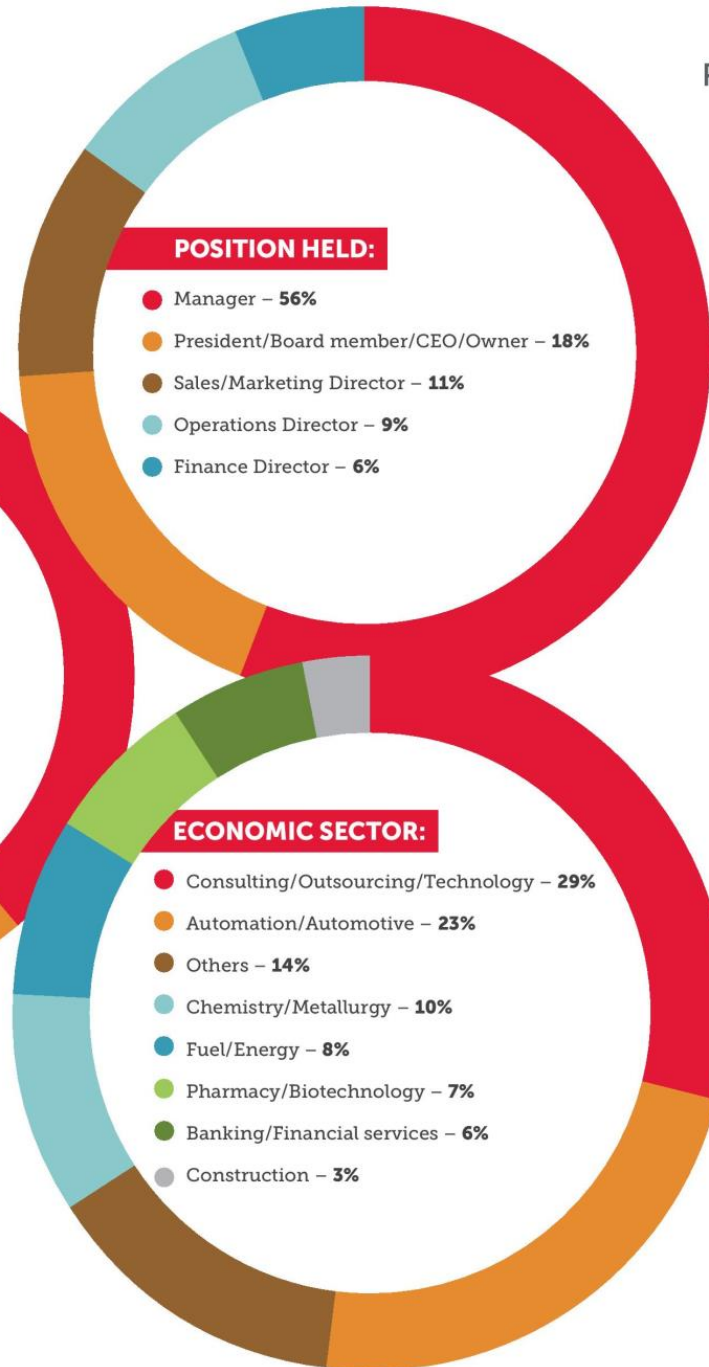
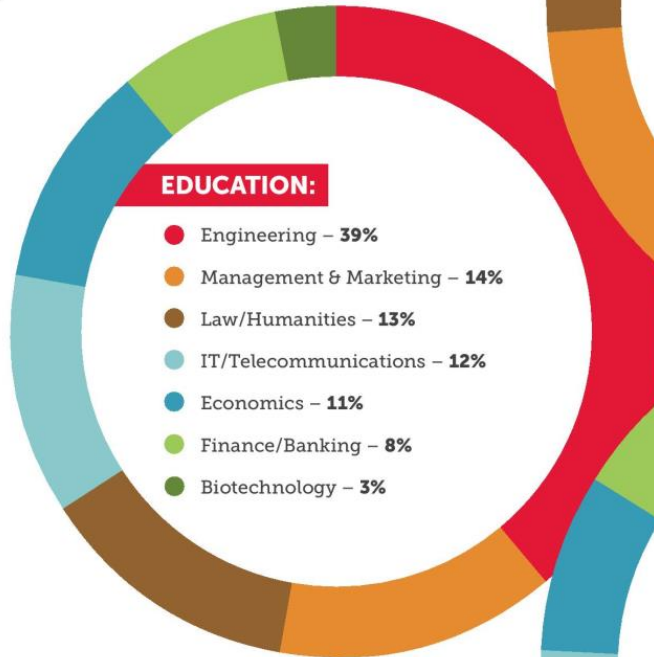
STUDENT PROFILE

AVERAGE AGE

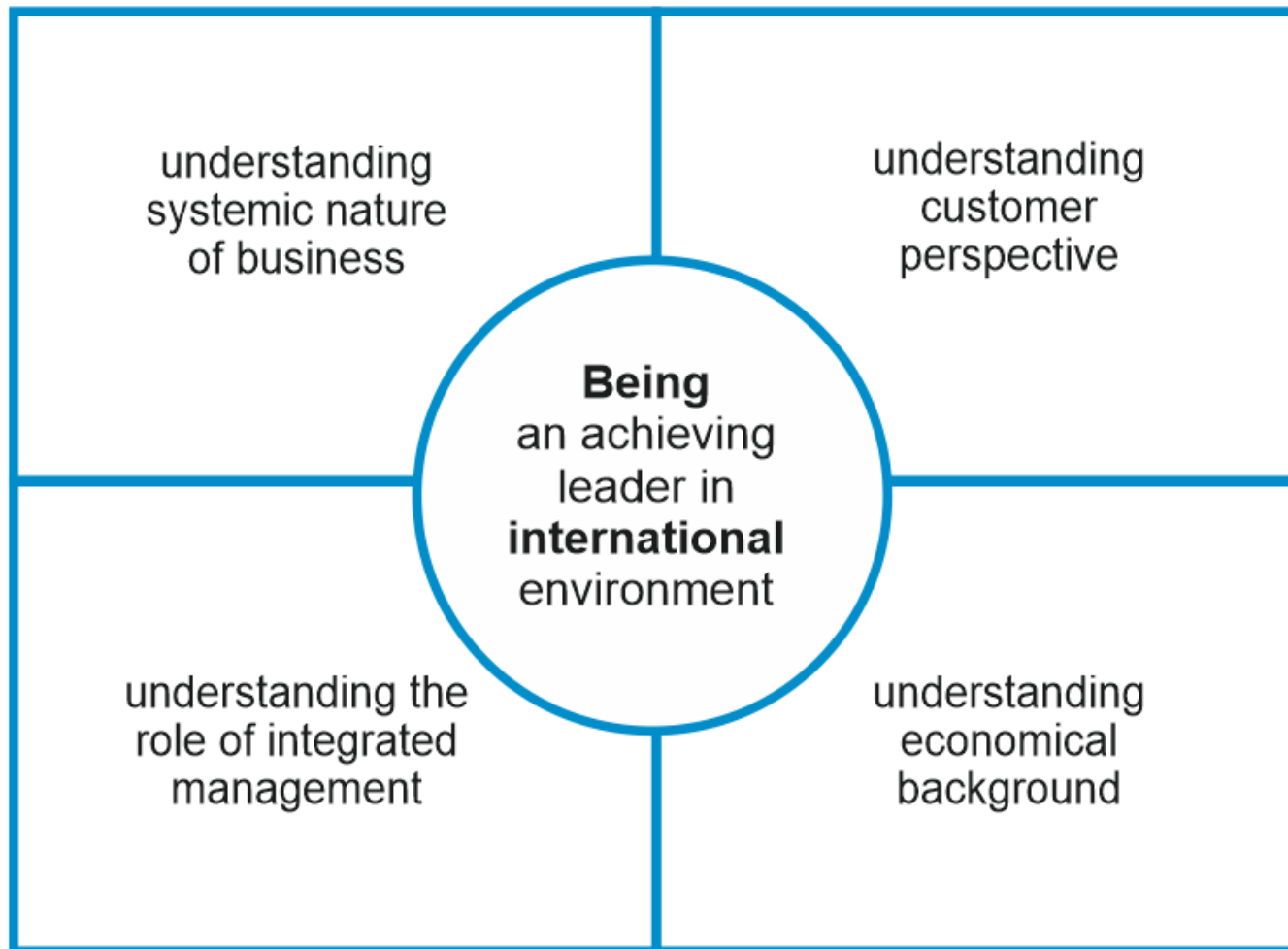
37 years

AVERAGE WORK EXPERIENCE

13 years

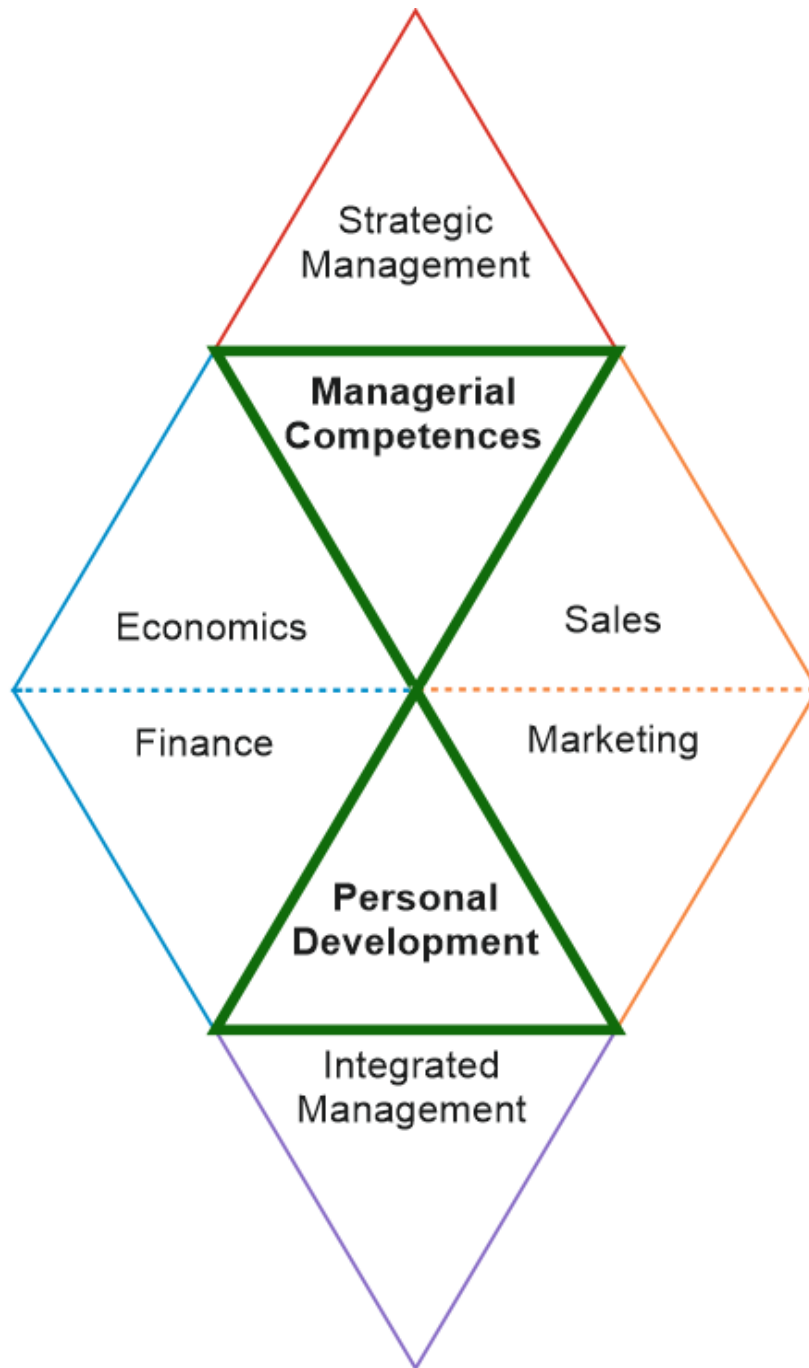


PROGRAM GOALS





IMBA DIAMOND



The program structure is based on **6** modules:

- Economic and Finance,
- Sales and Marketing,
- Strategic Management,
- Integrated Management,
- Personal Development,
- Managerial Competences.

PROGRAM CONTENT

St. Gallen
Business School

Courses	hrs.
1. Economics and Finance	
Economics	20
Financial Management	20
Controlling	20
International Corporate Finance	16
Managerial Accounting	16
2. Sales and Marketing	
Sales Management	20
Strategic Price Management	16
3. Integrated Management	
Integrated Management	22
4. Strategic Management	
Structures & Processes	22
Strategic Management	22

Courses	hrs.
5. Personal Development	
Study Trip Poland/ International Business Negotiations	20
Study Trip Switzerland	30
Leadership	22
Self Management	22
MBA Thesis Tutorials	15
6. Managerial Competences	
Project Management	20
Implementing Change	20
Multicultural Human Resources Management	20
Research Skills and Methodology	12
Business Game	22