



# INTERNATIONAL MBA PROGRAM

Academic Coordinator: Piotr Sedlak, Ph.D.

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

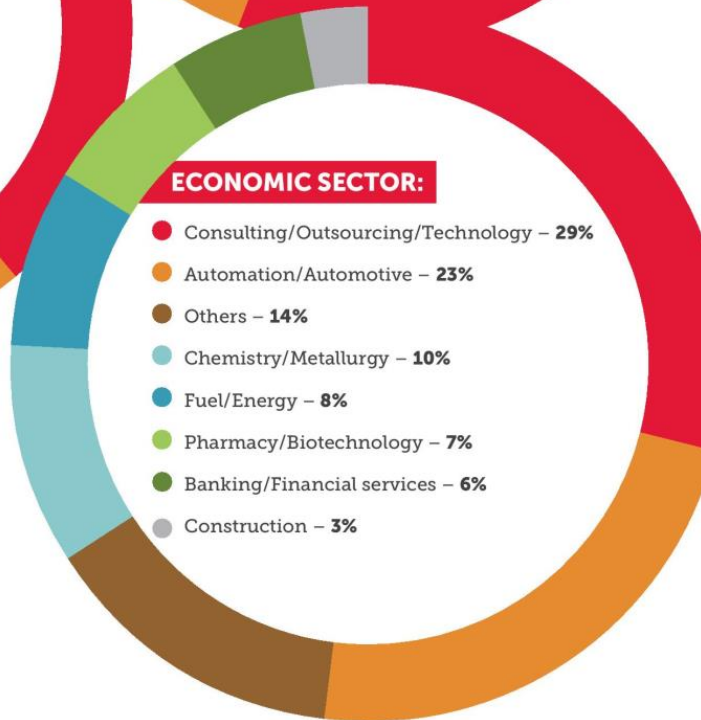
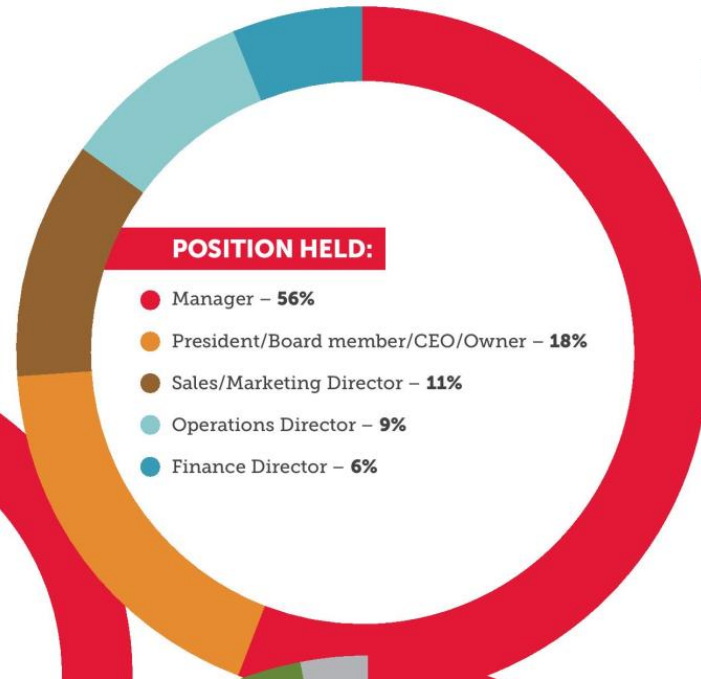
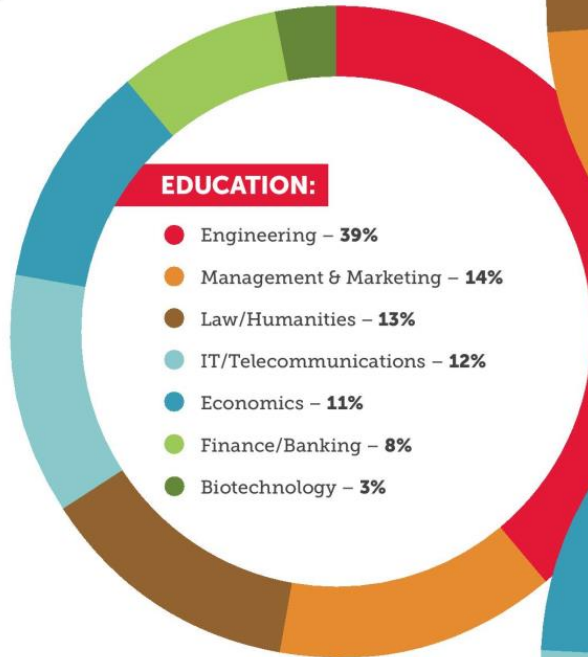
### STUDENT PROFILE

AVERAGE AGE

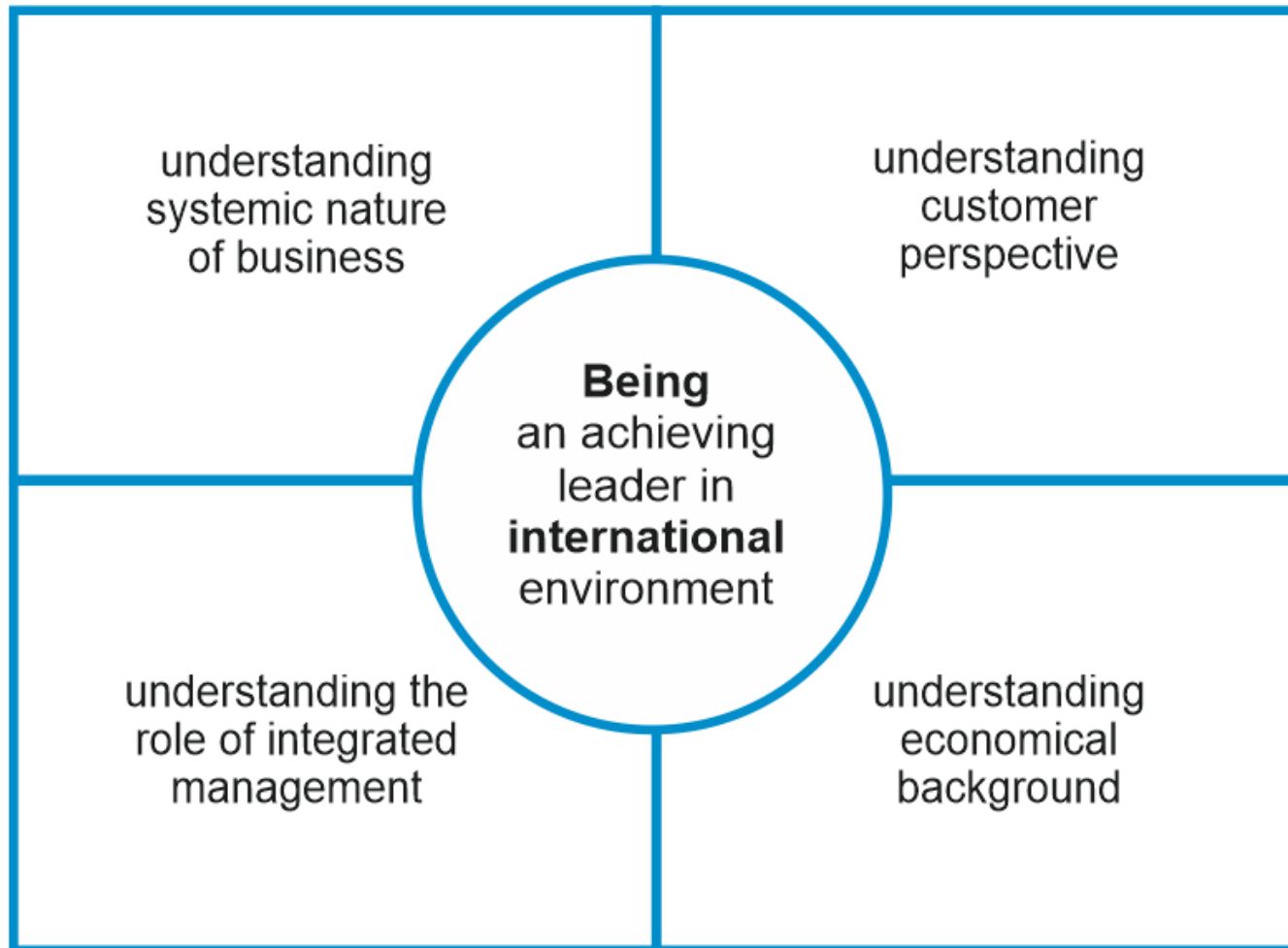
**37** years

AVERAGE WORK EXPERIENCE

**13** years

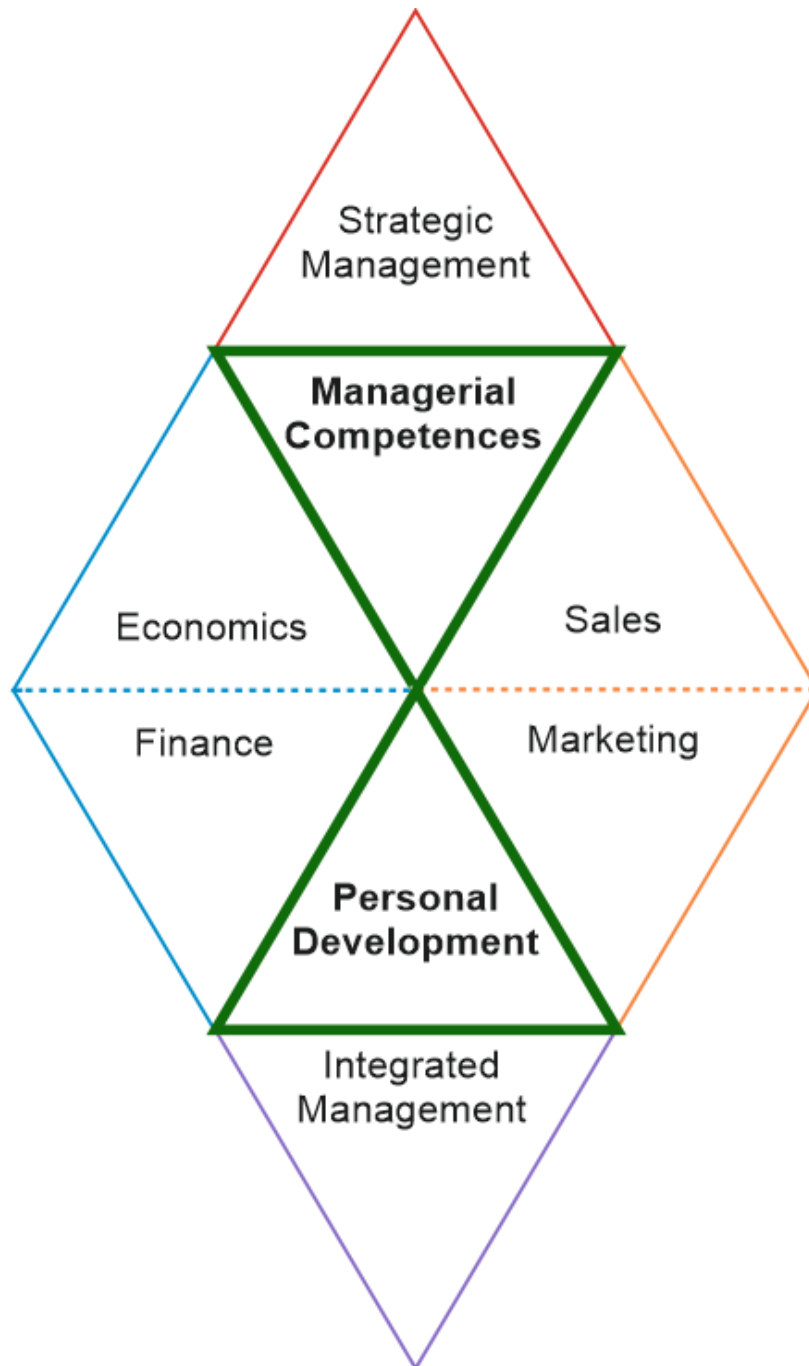


# PROGRAM GOALS





# 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.
<b>1. Economics and Finance</b>	
Economics	20
Financial Management	20
Controlling	20
International Corporate Finance	16
Managerial Accounting	16
<b>2. Sales and Marketing</b>	
Sales Management	20
Strategic Price Management	16
<b>3. Integrated Management</b>	
Integrated Management	22
<b>4. Strategic Management</b>	
Structures & Processes	22
Strategic Management	22

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