



**NEW YORK COLLEGE**  
EUROPEAN & AMERICAN EDUCATION

## The University of Greenwich MBA - New York College

### **AIMS**

The Master of Business Administration (MBA) is an internationally recognised Master's degree in business administration and management. It prepares managers for organisational leadership and decision making. The Greenwich MBA aims to develop the business leaders of the future. It approaches leadership thematically from the starting points of creativity, practicality and social resourcefulness, and focuses strongly on the personal development of participants, including their career management.

Building on a broad foundation of business functions, the MBA focuses on the integrative disciplines of business strategy and the management of change, leading to a real-world consultancy project and an individual piece of business research submitted as a dissertation.

The MBA includes executive coaching, which helps students to understand their value in the marketplace and develop plans that will make the very best of their career potential.

### **Duration**

1,5 years in weekend mode.