



The  
University  
Of  
Sheffield.

International Faculty  
**CITY College.**

A WORLD  
**TOP 100**  
UNIVERSITY

# The Executive MBA Educating Business Leaders



Executive MBA at the International Faculty, CITY College is accredited by AACSB, AMBA & CMI

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# Welcome Messages



## Message from the Director of the Executive Education Centre

More than ever, during times of great uncertainty and in an increasingly complex world, managers need cutting edge skills and knowledge to assist in making informed decisions. Our MBA programme gives its students the tools to compete, to succeed and be pioneers in their field. We build curricula delivered by world class lecturers who balance theoretical knowledge with management and consulting experience. We deliver classes enhancing deep understanding of concepts, and promoting in depth discussion of practices.

We are honored that you are considering our accredited truly international Executive MBA programme to enhance your knowledge and boost your career.

Mr. George Efstathiadis



## Message from the Academic Director of EMBA

We pride ourselves on the education we offer to our students which is premised on a comprehensive blending of cutting edge academics and practical application. Each year we internally revise the materials we present and external experts evaluate our entire programme to ensure that we are staying ahead of the knowledge curve. We aim to ensure that our graduates are ready for the future – today, thus, we draw together leading academics and practitioners from across South-Eastern Europe, the United Kingdom, Canada, and the United States to deliver what we believe to be one of the most advanced EMBA programmes currently offered in South-East and Eastern Europe.

Dr Leslie Szamosi



## Message from the Pro-Vice-Chancellor for Learning and Teaching of the University of Sheffield

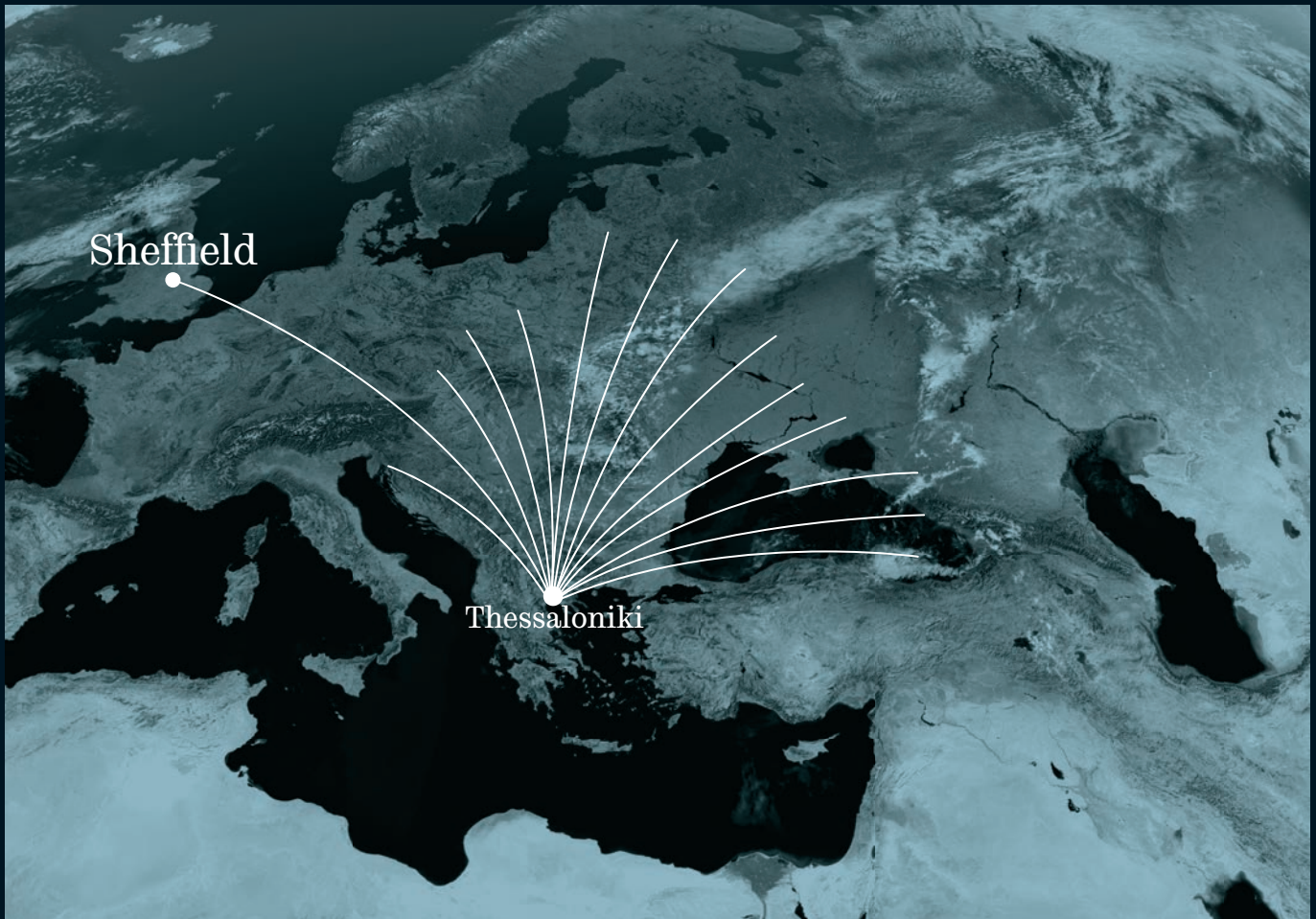
I would like to take this opportunity to welcome you to the University of Sheffield. As one of the UK's leading Universities we are consistently highly placed in European and world rankings. We have a history that stretches back to 1828 and have produced five Nobel Prize winners. Many of our alumni have gone on to hold positions of great responsibility and influence around the world.

By embarking on our Executive MBA course you will be joining a very prestigious programme delivered by the University's International Faculty. We are immensely proud that our long-term partnership with CITY College allows us to provide opportunities for managers from across South-East and Eastern Europe to undertake such a high quality programme and gain an award from the University of Sheffield.

Professor Wyn Morgan



# The University of Sheffield International Faculty, City College





## The University of Sheffield

With almost 27,000 students from over 140 countries, over 1,200 academics from across the globe, the University of Sheffield is one of the world's leading universities, located in Sheffield, England. It is ranked within the "World's Top 100 Universities" and it was voted number one university in the UK for Student Satisfaction by Times Higher Education in 2014. According to QS World Universities 2016-17 it ranks 84th in the world and 29th in Europe. The last ten years has been awarded four Queen's Anniversary Prizes for its outstanding contribution to intellectual, economic and cultural life in UK. As a member of the UK's prestigious Russell Group of leading research-led institutions, the University of Sheffield is amongst the "Top 10 Universities in Britain for Research Power". It is a premier-league, research led institution, with a world-wide reputation for quality. Sheffield has six Nobel Prize winners among former staff and students. The University of Sheffield has 6 academic faculties. Five faculties are in the UK and one faculty, that is the International Faculty – CITY College, is overseas, in Thessaloniki, Greece.

## The University of Sheffield International Faculty, CITY College

CITY College is the International Faculty of the University of Sheffield and is located in Thessaloniki, Greece. Bridging the UK with the South East and Eastern Europe as well as Caucasus region, CITY College is giving the unique opportunity to students to study for a top class British degree of the University of Sheffield in their region.

CITY College is the 6th faculty of the British University, the only one located overseas and it is an integral part of the University.

CITY offers a range of undergraduate (Bachelors') and postgraduate (Masters') courses in the fields of Business Administration & Economics Computer Science, Psychology and English Studies leading to a University of Sheffield degree.

It also offers the prestigious Executive MBA programme, an innovative programme designed for today's managers and business professionals who need to improve their skills and knowledge but cannot interrupt their career. The Executive MBA is offered in various countries across South East and Eastern Europe, as well as the Caucasus region, and is continuously expanding to new countries.

CITY's lively academic community comprises of students and highly qualified faculty members from more than 15 countries. This unique mixture of cultures and mindsets adds even more to the overall CITY/Sheffield learning experience in the truly unique international environment.

## A University of Sheffield MBA Degree

The International Faculty, CITY College guarantees both the quality of education and the practical value of a world-renowned degree. Upon successful completion of the Executive MBA programme, graduates are awarded the University of Sheffield MBA degree.

## South East European Research Centre (SEERC)

The University of Sheffield International Faculty has established the South East European Research Centre, an international, non-profit research centre aiming at supporting the stable and peaceful development of the region with original and applied research. ([www.seerc.org](http://www.seerc.org))

## Executive Development Institute (EDI)

EDI, the Executive Development Institute, is formed by the International Faculty of the University of Sheffield - CITY College, as a dynamic response to the executive development needs of our times. Corporations, institutions, governments and individuals alike ask for a credible, recognizable and experienced partner that has the power and commitment to support them in their continuous efforts for growth. EDI is your executive development partner!



# Global Recognition of the University of Sheffield

The University of Sheffield is a member of the Russell Group,  
an elite group of leading research UK universities.



## Rankings for the University of Sheffield

The University of Sheffield reaffirmed its position among the top 100 Universities in the world! The University's outstanding performance for excellent teaching and research, is consistently confirmed by independent assessment internationally.



## QS World University Rankings

The University is rated **26<sup>th</sup> in Europe** and **82<sup>nd</sup> in the world** in the QS World University Rankings 2018.

## Research Excellence Framework

The 2014 Research Excellence Framework confirmed the place of the University of Sheffield as a world-leading university. The results demonstrated the university's research excellence across a range of disciplines, placing it in the **top 10 per cent** of all UK universities.

Research Excellence Framework 2014



# Accreditation & Recognition



## An AMBA accredited MBA programme

In 2013 the Executive MBA programme run by CITY College received an unconditional accreditation by AMBA (The Association of MBAs).

The programme satisfied each of the Association's rigorous MBA accreditation criteria, which examined the institution, the faculty, the student cohort, the purpose and outcomes of the MBA courses, the curriculum and the delivery mode and course duration.

[www.mbaworld.com](http://www.mbaworld.com)



## British Accreditation Council (BAC)

The International Faculty, CITY College received continuing accreditation from the British Accreditation Council for Independent Further and Higher Education in February 2017. The International Faculty gained maximum unconditional accreditation since - as stated in the BAC Report - it satisfied all 27 standards while requirements in all six areas of the BAC examination were fully met.

[www.the-bac.org](http://www.the-bac.org)

*"CITY College has excellent links with employing organisations throughout the region of South Eastern Europe which enhances the programme. The faculty is committed to research, consultancy and quality provision. The rigorous admissions process results in elitist students representing a top management cadre."*

Dr Robert Owen

Director of Accreditation and Business School Services at AMBA



## About the AACSB Accreditation

The University of Sheffield Executive MBA at the International Faculty is accredited by the Association to Advance Collegiate Schools of Business (AACSB).

AACSB accreditation is awarded to an institution for its business or accounting programmes. Achieving accreditation by the Association to Advance Collegiate Schools of Business (AACSB) is a process of rigorous internal review, evaluation and adjustment and can take

several years to complete. During these years, the school develops and implements a plan to meet the AACSB Accreditation Standards which require a high quality teaching environment, commitment to continuous improvement, and curricula responsive to the needs of businesses. In addition, as required by the AACSB standards, all accredited programmes must go through a peer review process every five years in order to maintain their accreditation.

## An opportunity for an additional qualification for our MBA graduates

Our MBA students who successfully graduate and receive the MBA degree from the University of Sheffield may additionally receive the prestigious **Level 7 Diploma in Strategic Management and Leadership of the Chartered Management Institute (CMI)**.

The Executive MBA programme of the University of Sheffield delivered by CITY College has been approved by the CMI, UK, as it satisfies the aims and learning outcomes of CMI's most senior qualification. Thus, our students who successfully receive their MBA degree from the University of Sheffield have the option to additionally receive the prestigious Level 7 Diploma in Strategic Management and Leadership of CMI without having to undertake any extra classes or examinations.

The Chartered Management Institute is the only chartered professional body that is dedicated to management and leadership.

[www.managers.org.uk](http://www.managers.org.uk)

## CITY College is an Approved CMI Centre

CITY College met the rigorous criteria to be accepted as an Approved Centre by the Chartered Management Institute (CMI). This status allows CITY to offer its students access to CMI professional development courses, the opportunity to obtain diplomas and a chance to get certified as chartered managers.

*"CMI, the leader professional organization in management, is delighted to be a partner with CITY College. Since June 2009 CITY has become an approved centre of CMI giving CITY MBA students and alumni opportunities to receive qualifications such as the Level 7 Diploma in Strategic Management, professional recognition as well as opportunities in continuous professional development. We are looking into further developing our partnership with CITY College."*

John Davies  
MCMI  
Business Development Manager



# The University of Sheffield Executive MBA: a holistic approach to business management education

*The Executive MBA programme's holistic approach to education provides a broad understanding of business and management concepts with a strong focus on business strategy formulation and execution.*

*More specifically the above goal is achieved a) through the course structure and content that includes 13 modules and a dissertation or business project and b) through a skills development programme that is designed exclusively to meet the needs of today's manager acting in a globalised environment, thus providing students with the necessary soft skills as well as valuable international networking opportunities.*

*The programme includes the following:*

## Personal and Professional Development

The MBA programme of the University of Sheffield focuses particularly on developing the leadership skills as well as the people management skills of the students. This is achieved through:

- **The Leadership Project** which includes a) a number of units included in the first and second year of the programme that cover the necessary concepts and cutting edge knowledge on Leadership and People management so providing students with opportunities to apply these concepts and tools on their job. Students will explore the topics of motivation, team building for managerial success, performance management, interpersonal and communication skills, etc;
- b) participation in an International Workshop on Leadership and HRM Issues in the 2nd year of studies.

- **Coaching for Personal and Career Development.**

Each Executive MBA student will have a personal coach with whom he or she will have a number of personal meetings to assess their current personality type (includes taking the relevant test - instruments); set type development goals to be achieved by the student; and reflect on goals achieved.

A clear understanding of the basics of personality type and type development will help managers gain greater understanding of themselves and others alike, and the impact their type has on their daily interactions both in work-related and personal issues.

- **Negotiations Skills.** All EMBA students will participate in a Negotiations Skills seminar during their study week in the UK at the end of the first year. The seminar is delivered by a world-class management training organization.

- **Business Communication Skills.** Seminars on business communication (written and oral), on making effective presentations and on speaking to the media are among activities aimed at increasing communication effectiveness.

## Applied Knowledge with a Global Perspective

The Executive MBA programme balances between theory and practice and involves the study of real-world situations and cases in order to allow students to enhance their analytical and decision-making skills.

Among other activities and tools used during the programme are:

- **Meet the CEO.** Top executives from leading companies meet with MBA students during MBA weekends or during the year to discuss developments in particular industries, markets, and economies. These meetings help students comprehend the complex problems of globalised markets and economies.

- **Consultancy Projects.** As part of a particular module of the programme, a CEO or Top Director of a company presents to the students his/her company and a current, complex problem that the company is facing. Students work in groups as consultants during the 3-day weekend and, after analyzing the company and its problem, they propose and present the solution to the company. Students also work on similar projects as part of the coursework of other units, such as Information Management, etc.

- **Workshops, Group Projects, and Practical Applications.**

Students work in groups in a number of units; for example, they create a business plan for a start-up company that they all decide to develop. Also, students work in groups to test ideas for new start-ups in the developing areas of social entrepreneurship etc. Some modules are delivered as regular workshops so that students can apply all the tools learned in the unit and take this knowledge and experience back to work on Monday morning.

- **Company Visits - Factory Tours.** As part of particular units, a number of company and factory tours are organized for the students. For example, during the Sheffield study week, students visit factories (e.g. JAGUAR or Rolls Royce plants), hospitals, clinics etc.





## International Exposure and Experience

The Executive MBA programme of the University of Sheffield offered by its International Faculty in South East and East Europe is a truly international MBA programme and unique in its kind. This is achieved through:

- **International Study Weeks:** Two (2) study weeks, one at Sheffield in the UK in the first year and one in Thessaloniki in the second year, are attended by all students and provide a rich educational experience.
- **The team of international lecturers teaching in the MBA programme.** More than 50 lecturers coming from more than 10 countries and universities bring in their wealth of academic specialization as well as their consultancy and managerial experience.
- **International Student Body.** Our latest cohorts consist of students from more than 20 nationalities and cover the whole region of South East and East Europe, the Middle East and Eurasian region.
- **Opportunity and Flexibility to Attend Classes in a Different Country.** Students of the MBA programme can attend classes in any of the other cities, other than the one they have been registered in, thus contributing to increased learning experience and benefiting from the value of meeting other executives.

## Business Networking Opportunities

Networking opportunities are of real value to the students of the MBA programme. The University provides students with a number of networking opportunities, such as:

- meeting of the current students with the alumni during free seminars or presentations
- Country Alumni Chapter Roundtables
- Social events and gatherings at local, country or international level
- an online 'Who is Who' catalogue of students and alumni
- the 2 international study weeks and the opportunity to attend units in any of the other cities/countries

| Personal & Professional Development Programme   | Applied Knowledge with a Global Perspective   | International Exposure & Experience   | Business Networking Opportunities   |
|---|---|---|---|
| The Leadership Project<br><br>Coaching for Personal & Career Development<br><br>Negotiation Skills<br><br>Business Communication Skills | Meet the CEO<br><br>Consulting projects<br><br>Workshops, Group Projects & Practical Applications<br><br>Company visits & factory tours in UK | International Study Weeks<br><br>International Professors & Practitioners<br><br>International student body<br><br>Opportunity to attend classes in another country | Networking events<br><br>Alumni roundtables<br><br>"Who is who" students & alumni platform<br><br>Social events |

# The Executive MBA Programme

The Executive MBA is an innovative programme designed for today's managers and business professionals who need to improve their skills and knowledge for professional, career and personal advancement. Participants enrich their experiences and share best practice with people from other cultures, countries and industries. Every year high level managers from leading companies of South-East and Eastern Europe are admitted to our MBA programme. Executives need not give up their positions or interrupt their careers in order to participate in the course, as the programme runs on weekends (1 weekend per month).



EMBA graduates at the Graduation Ceremony of the University of Sheffield

## Structure Of The MBA Course

The programme consists of two cycles, lasting sixteen months, and the postgraduate dissertation.

- The first cycle is composed of seven units beginning in October and ending in June of the first year. The last unit is taught at the University of Sheffield, where students from all countries meet for a Study Week on the campus of the University.
- The second cycle is composed of six units beginning in October and ending in April of the second year. The last two units are taught at CITY College in Thessaloniki, where students from all countries meet again for the second Study Week of the course.
- The Dissertation /Final Business Project must be submitted within eight months from the completion of the taught part.

The lectures are held in three-day sessions (Friday afternoon, Saturday and Sunday). An introductory webinar takes place 3 weeks in advance to help executives prepare for the unit. Fifteen days after the unit is delivered, students have the opportunity to discuss topics related to the unit and address questions about the unit's coursework in a virtual classroom session.

During the lectures the subject is presented, case studies are analysed and workshops are organised. Students have to submit assignments analysing real situations of their chosen company.

In between the units, students are encouraged to contact their academic staff and discuss any matter of concern. The programme is delivered in the English language.

*Note: Participants of the Executive MBA in Bulgaria attend an extra unit in Thessaloniki.*

## Who Can Apply

Applicants should have:


- **A Bachelor's degree on any discipline**
- **Professional experience**
- **Good command of the English language**

*For specific information about the admissions procedure, see page 16.*

## Degree Title

Successful graduates are awarded the postgraduate degree of the University of Sheffield:

- **Master of Business Administration in General Management**
- **Master of Business Administration in Marketing**
- **Master of Business Administration in Finance**
- **Master of Business Administration in Logistics Management**
- **Master of Business Administration in Health Care Management**
- **Master of Business Administration in Human Resource Management**



## Programme Overview

### Cycle 1

- Induction - Understanding Organisational Behaviour
- Developing Market Presence
- Financial Reporting & Management Accounting
- Business Economics
- Strategy Formulation & Business Decision
- International Strategic Human Resource Management\*
- Information Management (online delivery)
- Operations and Supply Chain Management

### Cycle 2

- Consultancy Project – Living Case Study
- Leading and Managing People
- Corporate Financial Management
- Research Methods
- Track Specific Unit I
- Track Specific Unit II

### Dissertation /Final Business Project

*\*only for students of the Human Resource Management specialisation*

## Track Specific Units:

### Executive MBA in General Management

- I Entrepreneurial Management in a Globalized Environment
- II International Business Strategy

### Executive MBA in Marketing

- I New Product & Services Development
- II Strategic Brand Management

### Executive MBA in Finance

- I International Financial Management
- II Applied Risk Management

### Executive MBA in Logistics Management

- I Managing Global Logistics
- II Contemporary Issues in Logistics

### Executive MBA in Health Care Management

- I Health Care Systems, Policy and Economics
- II Contemporary Issues in Health Care

### Executive MBA in Human Resource Management

- I HR Policies and Practices
- II Talent and Performance Management

## Dissertation/Final Business Project

Under the direct supervision of a member of staff, students will undertake either an Academic Dissertation which gives emphasis on developing new theory or testing existing one or a Final Business Project at a company or industry level of analysis chosen. Utilizing cutting edge knowledge, this project will integrate the learning that has occurred through the programme and apply it directly to current issues faced by business. Students will create recommendations and solutions based on the key issues identified.



# The Study Weeks in Sheffield & Thessaloniki

## A Unique Learning Experience

All EMBA students meet for joint classes on two unique Study Weeks: one in Thessaloniki, Greece and one at the University of Sheffield, UK. The outcome from this international mixture is always both impressive and rewarding.

During each week participants are involved in various activities in parallel to their classes. Every year special events and activities take place, giving students the opportunity to learn, enjoy the Sheffield and Thessaloniki experience and connect with each other.

The structure of the Executive MBA programme incorporates these two Study Weeks aiming at enhancing the programme's international outlook as well as presenting students with a brilliant networking opportunity.

### Company Visits

On-site company visits help to meld classroom theory and practice in a real business environment. Such visits usually consist of a discussion with each company's management team and a facility tour of the company. Thanks to a strong network and contacts, CITY College arranges visits to a different array of companies giving EMBA participants a chance to meet with managers and leaders of domestic and multinational companies.

### Group Projects

As part of the EMBA study students are assigned a number of challenging group projects. Their collaborative work will be based on real-life cases, including cases drawn from their company or business area. Through this learning experience participants may be requested to explore new ventures, work as consultants or map out business plans. Team work allows students to benefit from each others experiences and business practices.



EMBA students visit the historical Chatsworth during the Study Week at the University of Sheffield, UK



EMBA students visit Rolls Royce during the Study Week at Sheffield





#### Rolls-Royce

Rolls-Royce is the world's largest manufacturer of gas turbine engines for aircraft, marine, industrial and power generation. The company has a long history of innovation and excellence in engineering.

Basic data  
Type

Take-off performance, 1  
Take-off thrust  
Bypass ratio  
Overall pressure ratio  
Air mass flow

Cruise performance, 3  
Thrust  
Specific fuel consumption  
Fuel efficiency  
Length  
Weight



# The EMBA Student Profile

## A variety of industry sectors

EMBA participants come from a wide variety of business sectors like banking, pharmaceuticals, telecommunications, IT, government, consulting, retail/consumer goods, tourism and other. This helps our students get exposed to business practices applied in different environments, learn from each others' experiences and apply theory to practice.

## Diverse ethnic and cultural background

Our Executive MBA attracts students across the South East and Eastern Europe as well as Caucasus region. The programme's delivery locations act like educational hubs for students of neighbouring countries making it easy for them to attend without having to interrupt their career.

## High profile, mature professionals

In the majority, EMBA delegates are business professionals with an average of 8 years of work experience. The Executive MBA student body comprises of males and females with an average age of 33 years old. This unique combination promotes fast-paced and highly focused learning environment.



*"It is always a pleasure to contribute to the CITY/Sheffield EMBA: the range of backgrounds and experience of the students is stimulating, their enthusiasm is exciting. They are confident that they are on their way up, and they are sure they will go up faster with the EMBA. They don't just sit and listen: classes are more like a good game of tennis than a lecture. And who may you find on your teaching team? I might give a session on the Euro and then find myself sitting at dinner next to an official of the European Central Bank."*

*Professor Andrew Tylecote  
Professor of the Economics and Management  
of Technological Change  
University of Sheffield, UK*

### Industry Sectors

Agriculture Industry  
Automotive Industry, Parts & Representations  
Biomedical/Pharmaceuticals  
Chemicals/Cosmetics  
Constructions & Real Estate  
Consultancy  
Educational Services  
Energy, Civil Constructions & Defense  
Financial Services/Banking  
Food Industry  
Health & Human Services/Government  
Non profit organisations  
Holding & Investment Companies  
Industry/Manufacturing/Engineering  
Insurance Companies  
Leisure, Tourism & Entertainment Organisations  
Logistics/Transportation/Warehousing  
Marketing/Advertising/Sales/Retail/Wholesale  
Media/Publishing  
Technology/IT Software & Hardware  
Telecommunications

### Age

%

|              |    |
|--------------|----|
| Less than 25 | 1  |
| 25-29        | 20 |
| 30-34        | 32 |
| 35-40        | 32 |
| More than 40 | 15 |

### Working experience

%

|                    |    |
|--------------------|----|
| From 3 to 5 years  | 15 |
| 6-10 years         | 41 |
| 11-15 years        | 31 |
| 16-20 years        | 11 |
| More than 20 years | 2  |





*"I am very pleased and I consider myself fortunate in selecting this EMBA to enhance my working experience with both up-to-date academic developments and insights from different business industries. In today's unprecedented and volatile business environment, where existing theories and models are seriously challenged, gaining fresh insights into the key business processes is and should be a constant process. If I had to point out my key benefits from the Sheffield-City EMBA learning journey, I would emphasize the chance I have had to be challenged, personally and professionally, to address different aspects of management and leadership, to develop my judgment ability, and more than anything else, to acquire greater confidence in my knowledge, skills and effectiveness while applying them in my own working environment, overcoming habits and obstacles that could hold me back otherwise."*

**Kyriakos Xydis**

**Eurobank Business Services SA, Chairman of the Board and CEO, Greece**



*"I chose the International Faculty, CITY College because it offers a quality Executive MBA programme from the University of Sheffield, close to Sofia, where I live and work. The International Faculty also offers a flexible mode of study which is perfect for busy people like me. I really found what I expected and even more: update of contemporary management science, open and friendly atmosphere, flexibility and willingness of faculty and management members to provide help and support when needed."*

**Vladimir Afenliev**

**Chef Advisor (VP) to the CEO responsible for Marketing, Sales and Strategic Business Development, SOFARMA, Bulgaria**



*"The Executive MBA programme at the University of Sheffield International Faculty, CITY College provided me with the lifelong dream of earning my MBA. As owner of a global consulting firm, the constant travelling always interfered, but when a stay in Bucharest coincided with the start of the new academic year, I signed up. What was really special about the programme was the seamless manner in which academic professors and industry experts were brought together at each module. The quality of education was first rate, and it was a great opportunity to meet and form lifelong relationships with executives from multiple industries spread over some two dozen countries."*

**Kevin Candee, Managing Partner**

**Aqua Energie LLC, New York, USA**



*"An MBA program requires much dedication, hard work & sacrifices. Yet the benefits substantially outweigh the sacrifices. Personally I have lived an extraordinary experience studying the Sheffield -CITY College EMBA. I am especially referring to the great lecturers I had the honor to meet and the wonderful colleagues I came across with. I do believe that at the end, besides the knowledge I gained, this is what counts the most: the human part, the lifetime relationships that are bound, both personal and professional. My education at Sheffield MBA has definitely prepared me for challenges that I face daily in my professional and personal life. The Sheffield MBA programme gave me the self-confidence to critically think on problems, take decisions and act things that are essential elements for the work of every manager."*

**Ramona Pergel**

**General Manager/Executive Member of the Board of Directors at EON Servicii Clienti, E.ON Energie Romania**



*"My vision and attitude on MBA Education has changed more than once in the process of studying for the Sheffield MBA. In the beginning, I was expecting an easy way to accomplish my goals until I realized how hard and serious the efforts had to be for the successful completion of the programme. Moreover, the programme provided me with the unique opportunity to get education without work interruption. Part of the studies was self-education which included gathering and analyzing materials, as well as considering related information and writing paper works. The knowledge I acquired has changed my mind, attitude and vision in business and everyday life. Furthermore, I wish all current and future students to be confident of the significance of MBA education and consider the advantages of studying at the University of Sheffield International Faculty, CITY College."*

**Arthur G. Zagorodnykov**

**Deputy CEO, First Ukrainian International Bank - Top 10 Ukrainian Bank, Ukraine**

# The University Of Sheffield International Faculty, CITY College Benefits to Students



EMBA Study Week at the University of Sheffield, UK

## **A University of Sheffield Master's Degree**

A world class MBA degree highly regarded and valued by companies and organisations all over the world. Students study at the International Faculty, CITY College and graduate from the University of Sheffield.

## **A Chartered Management Institute Diploma**

Graduates of our MBA programme have the opportunity to obtain the Level 7 Executive Diploma in Strategic Management and Leadership of CMI, which is considered as necessary to proceed to Chartered Manager status.

## **Global Recognition for the University of Sheffield**

In a globalised world economy characterised by constant staff mobility and new career challenges, a degree from a top university such as Sheffield serves as a career passport and paves the way for promotion to higher managerial positions.

## **Academic Staff adapted to Executive Education**

The faculty of the MBA programme consists of International Faculty lecturers and professors; the University of Sheffield professors; professors from other well-recognised universities worldwide; distinguished experts from the business world. All these bring their wealth of knowledge and expertise to the Executive MBA classroom.

## **Specialisation in Particular Areas of Management**

With our MBA programme, executives have the opportunity to specialise in six different tracks: Marketing, General Management, Finance, Logistics Management, Health Care Management, Human Resource Management.

## **Networking and International Career Opportunities**

Executive students are professionals from various business backgrounds and different countries. During the programme, they meet, mix, interact, build relationships and network with our wide MBA community, both past and present, so furthering their career development and their company's expansion.

## **MBA Alumni Network**

Access to an elite network of high-calibre business leaders from all over Europe is deemed as one of the most valuable aspects of our programme. CITY's Alumni Office serves as a link between the Executive Education Centre and its alumni. Through our Career Office, we deliver insightful career advice and comprehensive job search skills and we support student efforts to secure post-MBA positions and set the stage for their future career advancement.

## **Teaching and Assessment Methods**

The Executive MBA programme balances between theory and practice and favours the study of real world situations to allow students to develop their decision-making and analytical skills. Most professors employ a combination of teaching methodologies, using case studies, interactive discussion, DVDs, as well as the MOLE platform, a cutting edge e-tool which allows students to access useful material and notes for their classes. For every unit students apply knowledge gained in class to solve their companies problems.

## **Facilities & Support**

Executive MBA students have full access to the Information & Learning Commons (ILC), CITY's learning resource centre, which gives them access to thousands of publications and journals. Full online access to Sheffield's electronic library is an additional, valuable research tool. Throughout their EMBA studies, students have full tech support from our IT staff.





u do tom

www.rolls-royce.com

Rolls-Royce



# The University Of Sheffield International Faculty, CITY College Benefits to Companies

Large and prestigious companies of various industries from all South-East and Eastern European countries choose the Executive MBA at the University of Sheffield International Faculty, CITY College, to train their managers. Multinational companies, private organisations, public companies, governments, and institutions such as CEDEFOP and the World Learning Organization, have entrusted the education of their executives to the International Faculty for the following reasons:

## Ahead of Competition

Through the cutting-edge knowledge gained, executive students compare the latest international theory to the practices of their company, contrast their activities to those of their competitors and, as a result, the sponsoring company stays at the forefront of competition.

## Company Practices Reviewed

Students base their written assignments on real-life work situations, while through project work they are encouraged to analyse their own working practices, enhance or review them accordingly and so learn to better tackle everyday challenges and difficulties in their real workplace.

## Knowledge Leads to Innovation

The exchange of ideas among the executive students, backed by the new business knowledge and the international experience of the lecturers, generate fresh ideas for the development of the sponsoring organisation.

## Networking and Expansion

With executive students coming from so many different countries, nationalities, economic systems, and business backgrounds, sponsoring companies identify unique opportunities for growth, expansion, partnerships and beneficial deals.

## Fringe Benefit to Employees

Sponsorship of a high-potential manager to the programme is a fringe benefit and a powerful motivation for the manager who, in turn, will substantially contribute to his company's development and success.

## From an employer's perspective

*"Alumil supports the development and retaining of talented personnel. Sponsoring our executives' studies at the Executive MBA programme of CITY College has proved a great investment. Our managers that have attended the programme became more insightful and effective team members. They brought new energy and ideas back to the workplace, even from the beginning of the programme, and that's all to our company's advantage. Also, the programme is structured to accommodate employees' workweek which is a great benefit for us, since they can combine work and studies. As an organisation we believe in investing in our people through education and we are happy to entrust their education with CITY College".*

**Michail Sotiriou**  
**President & CEO**  
**Alumil Rom Industry S.A.**

# Participating Companies

## Companies that have chosen the Sheffield EMBA at the International Faculty for their executives' training:

- Actavis
- Alpha Bank
- Alcatel
- Alkaloid AD
- Alumil S.A.
- Apple Inc.
- Astrazeneca UK Ltd.
- Bank of Albania
- Bank of Cyprus
- Banka Romaneasca, Member of NBG Group
- Banca Transilvania
- Baumax
- Bayer
- Belupo Pharmaceutical Company
- Black Sea Trade & Development Bank (BSTDB)
- Brasov Chamber of Commerce
- BRD Finance Group
- Cedefop
- Central Bank of Kosovo
- Citybank
- Coca Cola
- Cosmote
- Coty Cosmetics
- Danone
- DENZA
- Deloitte Audit Ltd.
- Delta DMD
- DHL International Ltd.
- Edrasis Psallidas S.A.
- EFG Eurobank
- Emporiki Bank
- Encorium Ltd.
- EON Energy Trading AG
- Euroclinic Hospital
- European Center for Minority Issues
- EVN
- FENI Industries
- Friesland
- GE Money Romania
- GlaxoSmithKline
- Heidelberg Ukraine
- Hewlett Packard
- Holcim
- Honeywell
- Hypo Alpe Adria Bank
- ING Bank N.V.
- IP Blic Press
- Johnson Controls
- JSCB "Finbank"
- JTI
- Kempinski Hotel
- Kleemann S.A.
- Knauf
- Kosovo Energy Corporation
- KEK
- Kosovo Tobacco
- Kraft Foods
- Kuwait Turkish Participation Bank
- Leoni
- Lidl Ltd.
- Macmillan Hellas S.A.
- Makedonskii Telekomunikaci AD
- MAKRO CASH & CARRY
- Martifer Gesticue
- Mary Kay Ukraine Ltd.
- McCann Ericson
- METRO Cash & Carry
- Microsoft
- Millennium Bank
- Monsanto Romania
- Mtel
- National Assembly of the Republic of Serbia
- NATO Undersea Research Centre
- Northern Greece Exporters Organisation (SEVE)
- Nestle Hellas S.A.
- NESTLE ROMANIA
- NIS-Oil Refinery
- NLB Tutunska Banka
- Novartis
- Opportunity Bank Serbia (OBS)
- Oracle
- Orange
- OTIS Lift
- OTP BANK
- Pepsico
- Pepsico Star Foods
- PETROM
- Pfizer
- Pharma Strart Ukraine
- Philip Morris
- Philip Morris Ukraine
- PIRAEUS Bank Romania
- Postbank
- Praktiker
- Pristina International Airport JSC
- PTK JSC
- Public Power Corporation (DEI)
- Puratos Romania
- Pyramis Metallourgia
- Raiffeisen Bank
- RBS Bank
- Regency Casino Thessaloniki
- Renault Group Romania
- Ringier
- Rompetrol
- Romtelecom
- Sakaraya University
- SAP Labs
- SANDOZ Pharma. Services
- Sanofi-Aventis
- Schneider Electric
- Siemens
- Silesia Flavors Ukraine
- Societe Generale
- Socotab
- SSAR Swedish Steel
- Stopanska Banka AD
- Sunlight Ukraine s.r.l.
- Suryapi Enerji
- Telenor
- The World Bank
- T-MOBILE Macedonia
- Ulker
- Unilever Romania
- UniCredit Bulbank
- VIP Operator
- Vodafone
- VTB Bank
- XEROX Ltd.
- YILDIZ HOLDING Group

*\*the list is indicative*



# The Faculty

**Professor Kim Cassidy**

Professor of Developing Market Presence  
Nottingham Trent University, UK

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Module Leader in Strategic Brand Management  
The University of Sheffield International Faculty,  
CITY College

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New Product Development and Innovation  
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Bank of Greece

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Global Professor of Finance, Hult International  
Business School

**Professor Kostas Alexandris**

Research Methods ML  
Aristotle University of Thessaloniki

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CITY College

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Module Leader of Business Economics  
The University of Aberdeen, UK

**Professor Maria Saenz**

Lecturer of Global Logistics  
University of Zaragoza



# EDI, the Executive Education Institute



*Seminar by marketing guru, Professor Kevin Keller*

Meet EDI, your executive development partner!

EDI is here to address all the executive development needs by providing strategic and holistic solutions. With EDI, professional future looks brighter and more secure than ever.

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After 22 years of running successfully a world-class Executive MBA and after delivering numerous tailor-made training programs for companies and governments, the International Faculty takes its educational excellence for professionals to the next level. EDI has unique capacities to deliver, along with its leading MBA, diverse:

- training,
- consulting,
- coaching,
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EDI delivers all these to its partners by utilizing the vast resources and network of the International Faculty and of the University of Sheffield as a whole. EDI is matching its top-of-the-world, higher education competences with the emerged professional needs.

For more information, please contact EDI at: [edi@citycollege.sheffield.eu](mailto:edi@citycollege.sheffield.eu)

# Applying for the Executive MBA

## **Selection Process**

Selecting candidates for admission is a very critical decision for the Executive MBA programme (EMBA). We believe that there is more to selecting a candidate than just considering scores, GPA's and other merely numerical performance indicators. For this reason admission decisions for the EMBA take into account three primary areas of evaluation:

1. **Professional Experience**
2. **Academic Background**
3. **Applicants' Overall Profile**

## **Admission Requirements:**

- Undergraduate degree from an accredited institution of any discipline
- A minimum of three – five years of professional experience
- English Language Qualifications

## **English Language Qualifications**

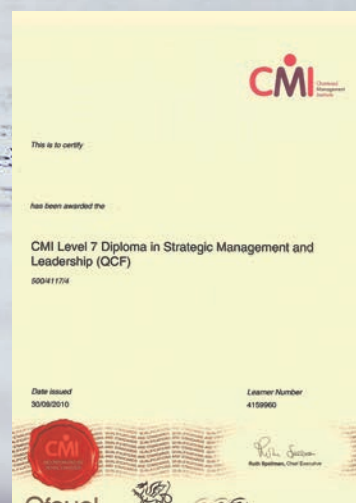
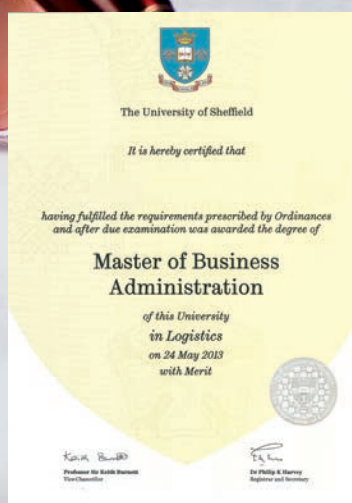
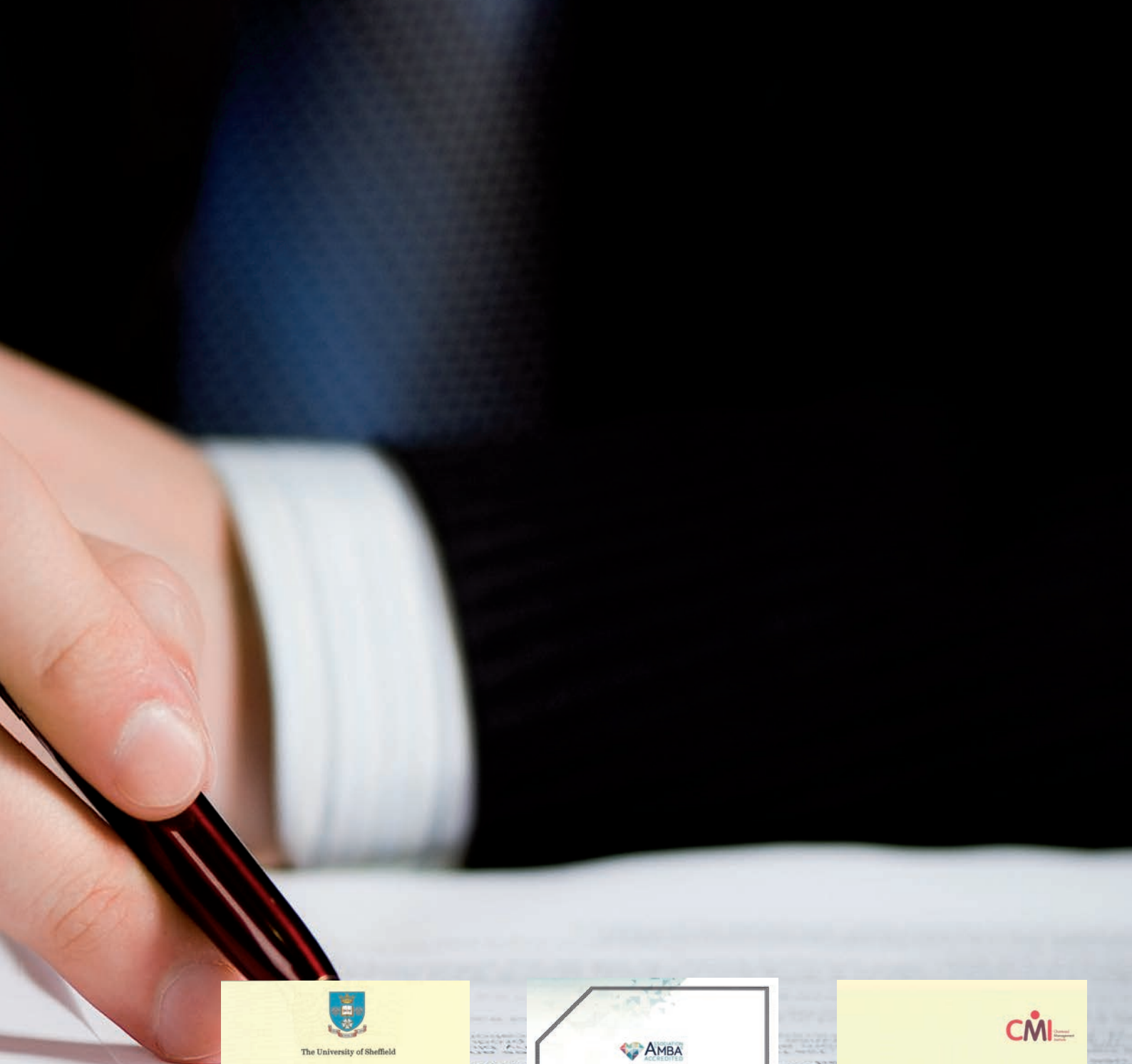
Successful applicants must have a fluent command of the English language proven by: TOEFL: paper based 575 / computer based 232 / Internet based 89-90 or IELTS: 6.5 or CAE (A or B) or equivalent qualifications.

Students that have completed their higher secondary school studies and/or their undergraduate studies through the medium of English Language are not required to present an English Language Qualification.

Executive MBA applicants who do not hold formal English language qualifications but meet all other entry requirements and exhibit accumulated or informal knowledge of the language are accepted on the basis of their performance in an Internal English Language Assessment Test administered by CITY College.

## **NOTE:**

A small number of applicants may be accepted based on substantial management and professional experience, without a first degree.



The University Of Sheffield.



ASSOCIATION OF MBAs ACCREDITED







The  
University  
Of  
Sheffield.

International Faculty  
**CITY College.**

METAGENESIS

*For further information please visit our website.*

The University of Sheffield International Faculty CITY College

Email: [acadreg@citycollege.sheffield.eu](mailto:acadreg@citycollege.sheffield.eu)

[www.citycollege.sheffield.eu](http://www.citycollege.sheffield.eu)

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