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| **Maastricht School of Management, The Netherlands & Regional IT Institute are launching** **the new rounds of**Master of Business Administration - MBAWith Specialization in Marketing Management, Banking & Finance and Globalization |
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| Introduction |
| The global business environment of today needs executives who recognize global trends and respond successfully to them. This MBA program raises the standards of management knowledge and practice through the study and understanding of management theory based on empirical research. Maastricht School of Management MBA participants are given the chance to share their expertise with fellow students and faculty members from all over the world |
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| Program Design |
| The Master of Business Administration outreach program is based on the same program offered in the Netherlands as well as worldwide. It consists of 16 courses, totaling 80 credit-hours, distributed on four modules: Foundation Module, Core Module, Specialization Module (Participant can choose among Marketing Management, Globalization or Banking and Finance focuses) and Performance Module. |
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| Courses Included (The Program includes 17 courses and a thesis) |

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| Foundation Module Courses- Accounting for managers I (Financial Accounting)- Accounting for managers II (Management Accounting) - Research Methods and Business Statistics - Financial Management - Managerial Economics Core Module Courses- Business in the Global Arena - Finance in International Markets - Managing Cultural Diversity - Marketing in a Global Context - Global Supply Chain Management - Leading Change in Multinationals - Innovation and New Business Ventures - Global Corporate Strategy Specialization Module Courses |
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| Marketing Management- Consumer Behavior- Marketing of Services- Seminar Course | Banking & Finance- Bank Management- Investment Analysis & Portfolio Management - Seminar Course | Globalization- Advanced Strategic Management - Import/Export Management- Seminar Course |

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| Awarding the Degree |
| Upon successful completion of all 16 courses and the presentation of a credible thesis (a total of 80 credit hours), participants will be awarded the Master of Business Administration in Marketing Management, Globalization, or Banking &amp; Finance from Maastricht School of Management, The Netherlands. |
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| Instructors' Profile: |
| This program is led by a group of the best minds around the world, 50% of the MBA faculty is comprised of foreign professors who represent the Maastricht School of Management, and known for their long distinguished academic and research history and 50% of the faculty is local professors who possess both the academic and the professional backgrounds that are considered necessary to supplement the master s degree value and integrate the practical experience and the academic knowledge gained from the program. |

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| **Start Date:**Nov./Dec. 2012 **Registration Deadline:**30 September 2012 **Duration:**22 months **Program Place:**RITI Premises, Zamalek, Cairo. |
| **Maastricht School of Management (MSM)**The Maastricht School of Management (MSM), located in the Netherlands, is a globally networked management school that provides state-of-art management education to managers and mid-career professionals from different countries. The school's objective is to enhance professional competence and enrich the lives and careers of those involved in the practice of management. The school grants degrees at MBA, PhD, and DBA levels. Annually, more than 2,500 postgraduate students from over 40 different countries attend MSM's programs worldwide. |
| **Admission Requirements:**The main prerequisite for admission to the Master of Business Administration is a sound academic background. Participants must hold at least a bachelor's degree from a recognized university. A completed application form, copies of academic transcripts, 3 recommendation letters, current CV, and four photos should be submitted. At least 570 TOEFL score or 213 on the computer based TOEFL. Applicants are required to sit for an admission test that they have to pass in order to be admitted into the program. Three or more years of relevant working experience is required. Participants are admitted on a competitive basis. (All documents have to be submitted in English Language) |

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