



Executive Master of Business Administration  
EMBA

## Foreword

Inspire business school and Swiss School of Management-Rome have signed an agreement to provide SSM executive MBA program to the MENA region. The program philosophy is to provide the executive of the MENA region a degree that is customized to the unique needs of the executives of the region. That have incorporated both flexibility and unique learning experience.

As we believe in providing the best quality in educational services. We partnered with different accreditation bodies to assess and optimize the quality of the program. The program won the accretion label from different accreditation bodies including Council for Higher Education Accreditation (CHEA) the A primary national voice for accreditation and quality assurance to the U.S. Congress and U.S. Department of Education. Since the first day of operations, more than a decade ago, the program was certified by EduQua, Swiss quality label for further education institutions. The list is quite long.

Our pedological approach depends on providing a practical curriculum the contribute to your career development. The program methodology depends on experiential learning, case study based and mostly we are proud of our of lecturers that have both academic solid ground and a long experience in corporate world.

Following the details of the program. Shall you need any help, don't hastate to call us.

*Inspire Business School Team*



## Top Employers of Program Graduates



## Program Accreditation

The program have won the accreditation label of different international accreditation bodies.



Council for Higher Education Accreditation (CHEA) is the A primary national voice for accreditation and quality assurance to the U.S. Congress and U.S. Department of Education. With approximately 3,000 degree granting colleges and universities. CHEA is the largest higher education organization the United States. [SSM MBA program was accredited by CHEA on 2015.](#)



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The International Accreditation Council for Business Education (IACBE), formerly the International Assembly for Collegiate Business Education, was founded more than 20 years ago, in 1997. The IACBE has hundreds of member institutions with campuses worldwide, and has accredited more than 1,800 business and business-related programs worldwide. Swiss School of Management won the accreditation for its business programs on 2012



Since the first day of operations, more than a decade ago, the Swiss School of Management has been certified by EduQua, Swiss quality label for further education institutions. The first Swiss quality label geared towards adult continuing education, eduQua is made up of over 1000 schools, institution and academies in all of Switzerland.

EduQua is an accreditation body recognized and supported by the Swiss Confederate Government; it's the first quality certification for public and private educational institutions in Switzerland. EduQua is the premier quality assurance accreditation scheme

for continuing education (can be general education, further education, professional education).



INTERNATIONAL  
ASSOCIATION OF  
UNIVERSITIES



United Nations  
Educational, Scientific and  
Cultural Organization

Founded in 1950, under the auspices of UNESCO, the International Association of Universities (IAU) is the leading global association of higher education institutions and organizations from around the world. IAU brings together its Members from more than 130 countries for reflection and action on common priorities. IAU is an independent, bilingual (English and French), non-governmental organization. IAU is an official partner of UNESCO (Associate status). It acts as the voice of higher education to UNESCO and other international higher education organizations, and provides a global forum for leaders of institutions and associations. Its services are available on the priority basis to Members but also to organizations, institutions and authorities concerned with higher education, as well as to individual policy and decision-makers, specialists, administrators, teachers, researchers and students.



SSM and INSEEC Group have formed an academic partnership. SSM has become an official affiliate of INSEEC Group for Rome, Italy. Founded in 1975 in Bordeaux, INSEEC has developed over the past 40 years into a group of 16 schools, offering generalist and specialist programs in Management, Finance, Marketing, Communication, Digital, Luxury,. These programs are offered on 9 campuses in Europe, in the United States.



SSM has signed an Academic, Scientific and Cultural Cooperation Agreement with Nebrija University in Madrid, Spain. The Agreement covers the following points: Reciprocal recognition of academic credits awarded by the signatory institutions



## Program Structure

The Executive Master of Business Administration (EMBA) program consists of 15 courses subdivided into 12 core courses and a specialization module comprised of 3 courses. It is mandatory to submit a final project/thesis or business plan in order to graduate, which will be accounted for one additional core course of 4 credits.

The Executive Master of Business Administration (EMBA) is granted to participants who achieve 60 ECTS (European Credit Transfer System).

EMBA classed dates are flexible and customized to the needs of the participants. Dedicated percepts can full the program requirements in one year.

### Core Courses

#### 1. GLB555 Globalization

This course is meant to focus on—and facilitate further discussion of—the implications of globalization for businesses and investigating the primary economic dimension connected with the proliferation of globalization. A main objective of this class is to familiarize students with ideas, concepts, and ways of analyzing globalization as well as to spark thinking about the future agenda for global leaders in such a changing environment.

#### 2. LSP555 Leadership 360 Degrees

The objective of this course is to help students acquire and develop skills in relation to effective leadership within organizations. Students will understand and compare



different approaches, theories and methodologies about leadership and will practice leadership behaviors through class exercises and assignments.

### 3. AFM555 Accounting & Financial Management

**Accounting:** Topics include accrual accounting, financial statement analysis, tax accounting, backup schedules, ratio analysis, public filing (10-K) review and other select accounting topics. The principal focus is on those aspects of accounting most in use by decision-makers, and most useful to students.

**Financial management:** Topics include the function of financial markets, analysis of risk and return, time value of money, valuation of financial assets (stocks, bonds, derivatives), capital structure capital budgeting and other select corporate finance topics. The principal focus is on those aspects of analysis most in use by decision-makers, and most useful to students.

### 4. LAW555 International Law And Ethics

This course will introduce students to the basic concepts and problems of public international law, ethics and of the international legal system. The course will cover main topics in this field such as the sources of international law, the jurisdiction of States, international law and use of force and the relationship between International law and the internal law of States. It will also address more specific issues such as the international law of human rights and international criminal law. In addition, this course will review and discuss a number of international tribunals, as well as certain treaties, resolutions and other international legal instruments of importance.

### 5. GMF555 Global Macroeconomics & International Finance

In this course students assess theories of international monetary relations (often termed by economists as global macroeconomics) and international finance concepts.

**Global Macroeconomics:** Topics covered include international trade, monetary theory, international finance, foreign exchange markets, balance of payments (and trade deficits), capital mobility, government fiscal and monetary policies, international macroeconomic cooperation, economic crises, and the role of international institutions.

**International Finance:** Students learn international finance concepts and develop skills to analyze business potential in emerging markets. We study various international finance tools including hedging, forward and futures markets, exchange rates. Political, economic, social, and legal frameworks, among others, are studied and discussed. Emphasis is on the impact of the financial sector on economic development, performance, and crises.



## 6. SMIM555 Social Media & Digital Marketing

In today's marketplace, organizations need effective, profitable social marketing strategies. In this Course, you'll learn to match markets to social strategies to profitably grow your business. You'll use social media tools and platforms to design, manage, and optimize social campaigns to promote growth and position your brand in the global digital marketplace, and you'll develop targeted content to spark dialogue with various social communities.

## 7. NGS555 Negotiating Globally

Students will learn how to navigate national culture when negotiating deals, resolving disputes, and making decisions in teams. Rather than offering country-specific protocol and customs, Negotiating Globally provides a general framework to help negotiators anticipate and manage cultural differences incorporating the lessons of the latest research with new emphasis on executing a negotiation strategy and negotiating conflict in multicultural teams. We explain how to develop a negotiation planning document and shows how to execute the plan, how the cultural environment affects negotiators' interests, priorities, and strategies, how to distinguish good deals from poor ones and good negotiators from poor ones as well as how resolving disputes is different from making deals and how negotiation strategy can be used in multicultural teams.

## 8. OBM555 Organizational Behavior And HRM

This course is meant to focus the student to understand the core management principles which applies to individuals, medium and large organizations. We will cover some concepts and theories related to human resource management and organizational behavior. The field of organizational behavior is the study of human behavior within organizations. That is, what people think, how they feel, why they think, feel and act in a certain way.

If we can find answers to the above questions then we can exercise better control over human behavior and create a more motivated, efficient and effective functioning organization. In this course we will study individuals singularly, as well as in the form of teams and groups, and try to get an understanding of individual characteristics and group dynamics that shape individual attitudes and behaviors. In addition, we will also talk about some system level components like, organizational culture and major management functions. The main idea behind this course is to equip students with the knowledge to understand, predict and control human behavior and help their current or future organizations in becoming more efficient and effective managers. Further, we will go into the core tasks of a Human Resource Manager and understand the daily routine in the HRM department.



## 9. CPS555 Competitive Strategy

The course intends to demonstrate that decisions affecting the expansion of the firm are neither obvious nor totally determined by the technological or economic forces generally associated with globalization. The course focuses on the concepts of Porter as well as SWOT analysis. Comparisons are drawn between the differences of the fundamental economic, financial, and political factors affecting the international expansion of the firm from purely domestic factors. The course studies that the internationalization of the firm is a sequential decision-making process operating at the country, industry, corporate, business, and subsidiary levels of analysis. This course introduces students to the subject of strategy and helps them to better understand the overall impact of internal and external influences on the firm. The basic purpose of the course is to provide the student broad insights into the practice of strategic management, and its real significance in contemporary multi-national corporations.

## 10. IM555 Investment Management

This course is designed to introduce students to the investment environment in the role of a private or professional investor. This course does not cover pricing, which is a major part of the Corporate Finance course. Instead, it emphasizes the use of pricing theory in investment management. It aims to:

- provide an overview of institutional details linked to financial markets and the trading process
- provide an overview of historical trends and innovations in financial instruments and trading processes
- provide an overview of various financial instruments
- provide insight into the use of finance theory in investment management
- provide a guide to the measurement and analysis of risk of financial investments
- provide a guide to the measurement of performance of fund management address key issues in risk management

## 11. SMK555 Dynamics Of Marketing & Research

This course is designed to serve as an introduction to the theory and practice of both traditional marketing and digital marketing.

In the first part of the course we will explore the theory and applications of traditional marketing. It will help students answer the fundamental question of a marketing strategy – what value to provide and to whom – using the tools of segmentation, targeting, and positioning (STP) of brands. Through a mix of cases, discussions, lectures, individual assignments and projects the course will demonstrate how central aspects of the marketing mix programs – product, place, pricing, and promotion utilize STP and how



marketing support functions such as marketing research, advertising, and new product development can support effective marketing decisions.

The second part of the course provides an introduction to Digital Marketing. Taking a practical approach, we will examine the role of digital marketing and many of the areas this terminology has grown to encompass. In addition to learning fundamental constructs and principles of the digital experience, students will focus on learning tools and skills necessary for solving business problems and exploiting business opportunities. In-class exercises will be utilized to provide insights and relevancy to this swiftly expanding area of marketing.

## 12. THS555 Final Thesis Project

By the end of the program you will be able to apply what you have learnt to your company, and elaborate your own business project. You will raise your own questions, decide on methods can be used, and by a comprehensive analysis conclude to your own recommendations. The summary of that business project called Thesis, should present an original argument, business case or business plan that is carefully documented from primary and/or secondary sources.

### Specialization

## S1. EMBA in HR Management

## 13. HRM 590/GML590 Managing and Leading in Different Countries

Organizations thrive or struggle as a result of interactions among team members. To optimize the performance of teams, Group Dynamics and Team Interventions bridges the gap between the most up-to-date academic research findings about group behavior and real-life practice.

The course focuses on the theories behind group and team behavior while offering proven application and intervention techniques that can be utilized in workplace settings. Topics addressed include team formation and development; understanding culture and team diversity; improving team cohesion, decision making, and problem solving; managing and reducing team conflict; team leadership, power, and influence;



and others. Brief case studies and interventions that illustrate each theory help to enhance the clarity of the topics.

#### 14. HRM 591 Human Resources Management

This course is designed to help students understand traditional human resource concepts within a decision-making framework. Throughout the course we emphasize how organizations excel when they have consistent human resource practices that align with their strategic direction.

The strategic perspective is critical for both business and management majors, since most will work as managers with the charge to lead and direct others. Understanding the strategic benefits of good human resource management can help future managers better secure and motivate talented employees. Topics include; Seeing People as a Strategic Resource, Securing Effective Employees, Improving Employee Performance and Motivating and Managing Employees.

#### 15. HRM 592/NPM 593 Managing Business Ethics

This course is designed to equip students with the pragmatic knowledge they need to identify and solve ethical dilemmas, understand their own and others' ethical behavior, and promote ethical behavior in their organization.

Managing Business Ethics is the perfect to prepare students for a range of roles in the business world— managers across business functions, communications professionals, compliance officers, corporate counsels, human resources managers, and senior executives. Topics include; Ethics And The Individual, Managing Ethics In The Organization, Deciding What's Right: a Prescriptive Approach or a Psychological Approach.

## S2. EMBA In Global Management And Leadership

#### 13. GML590/HRM 590 Managing and Leading in Different Countries

Capturing the rising influence of culture and the seismic changes throughout many regions of the world, this course, over the years, is now covering more than 60 countries and every major region in the world.

It continues to break new ground. The 21st century will be crunch time for Western managers in terms of meeting fierce and unrelenting Asian competition (especially



from Asia) and in attempting to gain a share of the mammoth markets that rapidly changing demographics will create in India, China, Pakistan, Indonesia, Bangladesh, Nigeria and Brazil (in 2050 their total population will be four and a half billion). One of the goals of this course is to keep pace with these emerging and changing markets.

#### 14. GML 591/Individual & Organizational Leadership Skills

In today's globalized business world, successful leaders need a global mindset. This course takes the complexity out of leadership and is based on one of the most respected leadership books written which illustrates through inspiring stories of what research continues to reveal: when leaders understand that leadership is a relationship.

Discussions range from the toughest organizational challenges leaders face today to changes in how people work and what people want from their work. Our goal is to create distinctive managers with a unique leadership-oriented career opportunity.

#### 15. GML 592/NPM 592 Managing Business Ethics

This course is designed to equip students with the pragmatic knowledge they need to identify and solve ethical dilemmas, understand their own and others' ethical behavior, and promote ethical behavior in their organization.

We prepare students for a range of roles in the business world across business functions. We assess how business does and should affect our individual and social lives, and ask what role business and its values (could) play in our society as a whole. This course presents the concept of Corporate Social Responsibility, and explores its relevance to ethical business activity as well as considers the moral obligations of businesses to the environment and to people in other countries.

### S3. EMBA In Finance

#### 13. FIN 590 Investing & Private Equity

Course offers an introduction to understanding and managing investment portfolios. This course examines investment valuation, investor objectives, risk and return, sources of information, security analysis, and portfolio theory with a focus on Equity investments. This course will also expose the student to the difference between public investing and Private Equity.

Specifically students should understand the essentials of portfolio theory, differentiate between the major types of equity investments, understand how the stock market works and know how to purchase securities, understand the determinants of risk and



return, and understand the difference between different sectors of Private Equity and raising equity by the end of the course.

#### 14. FIN 591 Mergers and Acquisitions

This course focuses on the primary valuation methodologies currently used on Wall Street: comparable companies analysis, precedent transactions analysis, discounted cash flow analysis, and leveraged buyout analysis. The goal of the course is to cover key aspects of the M&A business process including corporate strategy, target selection/screening, deal negotiation/valuation, and due diligence.

We will focus our study on current M&A best practices including the key tools, techniques and trends embraced by the modern deal maker. The course will seek to apply basic finance principles and analytical techniques to actual problems likely to be encountered by senior management of major corporations or those who are the advisors to such management in the context of an M&A transaction. At the conclusion of the course, the student will have gained an appreciation for the role M&A plays on today's corporate landscape and have formed an opinion as to whether or not an M&A transaction "makes sense" for the firm.

#### 15. FIN 592/ENT 592 Entrepreneurial Financial Management

In this course students are taught the financial aspects of entrepreneurship. These include drafting of the business plan and its essential sections – financial, operational, markets. Additionally, students learn methods to build and manage entrepreneurial ventures.

Specific topics include new venture creation, business development, finance for startups, and Marketing, Management and HR specific to new ventures. Other financial-related areas are also studied including the operating agreement, forms of organization, venture capital, other financing sources and valuation. Students form and develop a new business idea, a business plan and operating agreement.



## 14. EMBA In Entrepreneurship

### 13. ENT 591/GML 591 Individual & Organizational Leadership Skills

In today's globalized business world, successful leaders need a global mindset. Focusing on cultural issues and using international examples, International Management Behavior, helps managers develop the skills and knowledge to lead successfully in the global business environment.

Designed for tomorrow's leader, the MBA in Leadership and Sustainability creates distinctive managers with a unique leadership-oriented career opportunity. Topics covered consist of Interpersonal Skills for International Management, Managing Global Teams and Networks, Executing Global Strategy and Talent Management: Selecting and Developing Global Managers.

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### 15. ENT 593 Innovation and Entrepreneurship

This course features contemporary applications such as services (public and private), innovation for sustainability, social entrepreneurship, innovation for development, and creating and capturing value from innovation and entrepreneurship.

We will challenge you to think in new ways. Successful innovation involves the dynamic dance of two questions: what is needed and what is possible? What is needed means understanding customer needs and ensuring product design accommodates and responds to them. What is possible depends on resources, technology, social and economic conditions, behavior of competitors and networks of connections. The relationship between the two is constantly changing.

Students have the opportunity to explore the way in which many innovations involve crossing boundaries; why some innovations fail; what forces lead to diffusion of innovation; how entrepreneurs innovate to survive and the extent to which innovation is a networking activity.

## **S5. EMBA In Luxury Management**

### **13. LM 590 Fundamentals of Luxury Business Management**

This course is designed to provide students with a deep understanding of luxury culture in a global and dynamic perspective and to give them all the necessary skills and know-how to successfully manage luxury companies.

A solid strategic approach coupled with a creative out-of-the-box attitude are key for business leaders and luxury experts. Main topics will include not only the study of the customer, and of the key players of the industry but also the fundamentals in operating in this very special sector.

### **14. LM 592/MKT 592 International Luxury Branding**

This course will specifically analyze brand power as the main challenge for luxury industry. Through case histories, best practices and business models we will focus on the marketing issues related to branding in an industry where this has a very strong impact on the strategic and business decisions.

Consumer attitudes, product knowledge, brand image and many other relevant topics will be faced in order to develop a superior knowledge of the world of international luxury.

### **15. LM 593 Retail and Distribution Management**

This program will focus on issues related to International Distribution defining all the tools that are necessary to enter, expand, understand, and succeed in the glamorous world of luxury retail. Retail experience and management will be examined in all the different aspects of quality and service support including the Customer Relationship Management, key to a successful customer experience and sales optimization.

A special attention will be dedicated to digital business as internet became in the last years also an important channel of distribution in the luxury arena.

## S6. EMBA In Marketing

### 13. MKT 590 Marketing Research

In this course, students explore the role of marketing research in the overall marketing effort, the research process and the most common approaches/techniques used. Marketing research is critical to helping marketers make decisions. Students explore the information needs of marketers, develop the research process, and discuss sampling techniques and data collection methods of primary data. Particular emphasis is placed on explorative research: the first and key step into marketing research.

Students will analyze company cases to evaluate if, when and how use marketing research tools and will work to complete a marketing research project. The course is aimed at allowing you to grasp the relevance and contribution of marketing research within the overall marketing and management decision making processes.

### 14. MKT 591 New Media Marketing

This course discusses and analyses how digital media technology has changed the way people and organizations communicate, and offers perspectives on how these new technologies can be used to communicate an idea or to “sell” a product. During the course we will analyze some of the most important and common new media, describing their nature, the reason why they exist and the kinds of messages they communicate.

We will critically evaluate various forms of new media and determine their uses, benefits and drawbacks, understand the importance of clear and “perfect” knowledge about your idea or product: your identity, analyze different types of public and learn how to communicate with them depending on your message or product, distinguish between new media rules, conventions, ethics and “best practices and plan a new media strategy to communicate with your public.

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## **57. In non for profit Organizations**

### **13. NPM 590 Managing Non Profit Organizations**

This essential course offers an overall understanding of nonprofits based on both the academic literature and practitioner experience. It shows how to lead, manage, govern, and structure effective and ethical nonprofit organizations. Managing Nonprofit Organizations reveals what it takes to be entrepreneurial and collaborative, formulate successful strategies, assess performance, manage change, acquire resources, be a responsible financial steward, and design and implement solid marketing and communication plans. The goal of this course is to manage three critical things equally well: It's comprehensive, covering all the key topics leaders of NPOs need to know about; it's practical, providing lots of examples, case incidents, and experiential exercises that connect the content to the real world; and, best of all (and most unique compared to others), it's research-based, drawing on the latest and best empirical studies that look into what works and doesn't work in the world of nonprofit management.

### **14. NPM 592/ GML 592: Mainstreaming Corporate Responsibility**

As managers find that they must grapple with increasingly complex social and environmental problems as an integral part of business strategy and operations, they require different knowledge, skills and competencies than in the past.

Mainstreaming Corporate Responsibility pioneers a way for business schools to equip future business leaders and managers to meet these challenges. This course utilize a collection of texts and cases for use across business disciplines as well as Corporate Responsibility.

### **15. NPM 593/HRM 592 Managing Business Ethics**

This course is designed to equip students with the pragmatic knowledge they need to identify and solve ethical dilemmas, understand their own and others' ethical behavior, and promote ethical behavior in their organization. Managing Business Ethics is the perfect to prepare students for a range of roles in the business world—managers across business functions, communications professionals, compliance officers, corporate counsels, human resources managers, and senior executives. Topics include; Ethics And The Individual, Managing Ethics In The Organization, Deciding What's Right: a Prescriptive Approach or a Psychological Approach.



## For Further Information

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