

# MBA

## GENERAL



West is known for its MBA General program, which offers the opportunity to learn across Business and Management disciplines. Ideal for students who have worked across different industries and wish to continue work or consultancy across industries. The students are exposed to:

- ✔ Marketing
- ✔ Finance
- ✔ Human Resources
- ✔ Entrepreneurship



**Credits : 90 ECTS**  
(180 UK Credits equivalent)



**Mode of Study: Online**



**Duration: 2250 hours**



**MQF /EQF Level 7**



**Intakes: September,  
February, May of each year**



**Scholarship: Merit & other  
Scholarships offered upto 55%**



## MODULES

### CORE MODULES – 60 ECTS

- ✔ Human Resources Management in Context
- ✔ Creative & Innovative Management
- ✔ Globalisation and Contemporary Issues in International Business
- ✔ Financial Analysis and Business Intelligence
- ✔ Implementing Strategies (Strategic Management) Integrated
- ✔ Communications Entrepreneurship & Innovation

### GENERAL MBA SPECIALISATION – 30 ECTS

- ✔ Any 2 Units from W714 or W715, W712 or W713, W710 or W711 - 10 W-720
- ✔ Research Methods & Dissertation

### TOTAL CREDITS – 90 ECTS

