



ROME BUSINESS SCHOOL

Better Managers For a Better World

INTERNATIONAL MASTER OF BUSINESS ADMINISTRATION (IMBA)

PROGRAM DESCRIPTION





International Business Academy of Turkey is an international educational institution based in **Istanbul, Turkey**. Such location gives the Academy a strong positioning through international networking as well as flexibility and continuous improvement through the global exchange of experience and knowledge. We are considered to be one of the most prominent capacity-building and consultancy service companies that acts as a bridge between internationally accredited and recognized awarding bodies in the **Middle East, Africa, and Western and Eastern Europe**.

Our Mission is to provide a variety of business educational programs in a virtual and blended mode to students from all over the world, developing competencies and talents within the new generation and linking them to our Academy's consortium. In order to provide strong online solutions and high-quality business educational programs, IBAT is developing an online platform using high tech in order to provide credible and valuable solutions to their clients and students from all over the world

Our Vision

- We believe that **life-long education** is a core factor of success
- We think that a rapidly changing world calls for **flexibility and a new approach in education**
- We have an **individual approach to each student** by offering them a **variety of tailor-made programs and services**
- We consider it crucially important to **go international** as by uniting our effort and sharing expertise with other countries, we can ensure a better future for new generations



ROME BUSINESS SCHOOL

Better Managers For a Better World

LETTERS OF THE FOUNDERS



RBS Founder and Dean

"Hello,

I am Antonio Ragusa, the Founder, and Dean of Rome Business School.

We are very happy of having MHR Group International among our international partners – such a reputable institution linked with us. We are also very pleased to offer you the opportunity to be in touch with a European institution like Rome Business School and to co-create together new opportunities for professional and personal growth for you.

Our mission is to train better managers for a better world. We want to contribute, thanks to our students and our alumni, to the improvement of our world and our societies and make it more prosperous, peaceful, and just for everyone.

We are very happy to interact with you and to create this network, this global community of students, professors, and alumni that can create more value for our societies. We are pleased to connect with MHR GI to boost your career and contribute to your growth.

Thank you for being with us!"

Professor Antonio Ragusa



IBAT Founder and Chief International Expert

Master in Public Administration (Wisconsin University – USA), Ph.D. in Public Administration (Kennedy University – USA), D.E.A (Universite Saint-esprit, Kaslik, Liban – Lebanon), Doctorate in BA (EU – Switzerland).

"Dear Friends,

I am pleased to welcome you to mhrgi and the international business academy of turkey, an organization that has enjoyed an excellent reputation in education and business consultancy for over 25 years.

Together with our outstanding international partners and the team of professionals we are working hard to enable our students and clients to grow both domestically and internationally. We pride ourselves on our alumni many of which have got to the top in their careers due to their great performance and the knowledge that they got from.

Our experience with a number of public and private organizations has given us the edge over many competitors, mainly in business education programs and business consultancy services.

If you like to grow, the MHR GI team would like to help!"

Professor Hassan Al Nouri



ROME BUSINESS SCHOOL

Better Managers For a Better World

The **International MBA** has been designed so that participants can enhance and increase their knowledge in business management and administration, work with the main management tools and strengthen their managerial skills and competences. All of this is enriched by the networking opportunities available with the other participating professionals, our teaching staff and the professionals invited to our conferences, discussions, and activities, which are crucial for enhancing professional positioning.

- **DEVELOP COMPETENCES:** Promote essential knowledge in all the departments of a company: marketing, finance, accounting, human capital and operations.
- **LEADERSHIP IN ORGANIZATIONS:** Developing the tools and capacities required for leadership: teamwork, motivation, communication, business ethics and social responsibility.
- **ENTREPRENEURIAL SPIRIT:** Enhancing the entrepreneurial spirit and laying the foundations for the creation of new businesses, while also fostering innovation and creativity.
- **SUSTAINABLE GROWTH:** Evolving with ease in complex and competitive national and international organizations, within a framework of sustainable development.
- **MANAGEMENT OF BUSINESS CHANGE:** Adapting to and anticipating the need to change the organization with the key objective of remaining competitive.
- **GLOBAL VISION AND INNOVATION:** Managing the organization's flexibility in response to new technologies, new markets and the evolution of society.



ROME BUSINESS SCHOOL

Better Managers For a Better World

IMBA COURSE OUTLINE

Program duration	16 months
Number of courses	15
Total number of hours ¹	150 learning hours +120 hours of self-study
Course assessment	Written examination assignment – 2500-3000 words or an online exam
Graduation project	The development of a complete business plan – 12000-15000 words
Diploma	Issued by Rome Business School
Program delivery	<ul style="list-style-type: none">• In-class teaching• On-line teaching via Zoom meeting application• Blended – some courses can be delivered on-line and some – in-class
Delivery schedule	The program can be delivered during the weekends from 12 PM to 4 PM (Fridays-Saturdays) or the schedule can be adjusted to meet the requirements of our clients

¹ For most of the courses there will be 1-4 hours coaching session to help students to apply the knowledge in practical cases



ROME BUSINESS SCHOOL

Better Managers For a Better World

INTERNATIONAL MASTER OF BUSINESS ADMINISTRATION COURSES

COURSE	DESCRIPTION AND AIM	LEARNING HOURS + SELF-STUDY	ASSESSMENT
1. Modern Corporate Management	This course will provide an introduction to the concepts of effective management in organizational settings. It will cover a broad range of topics including the organizational processes associated with the function of management - planning, organizing, leading and controlling. It will also go further to consider the relationship between an individual and an organization and between the organization and the society in which it operates.	10+8	Examination assignment to be assessed and graded by the course professor
2. Managerial Economics	This is a survey course dealing with the practical applications of micro- and macroeconomic theories, addresses the importance of understanding the framework of economics and how it can be used to develop an intelligent, ongoing interest in the problems encountered in the management of the private sector. Topics include demand and consumer behavior, empirical cost analysis, pricing practices, market structures and antitrust policy.	10+8	Examination assignment to be assessed and graded by the course professor



COURSE	DESCRIPTION AND AIM	LEARNING HOURS + SELF-STUDY	ASSESSMENT
3. Marketing Management	In this module the students learn to set a marketing strategy that suits the marketing environment by applying the right segmenting management scope, right targeting efforts and the right plans for positioning by using the suitable marketing communication strategy.	10 + 8	Examination assignment to be assessed and graded by the course professor
4. Sales Management	The goal of this course is to provide the students with the knowledge and skills that businesses need to win customers and grow their business. They will use the selling model to understand the process of selling, discovery of and alignment with customer's needs, presentation of solutions, overcoming objections, and gaining agreement. In addition to leaning the aspects of contemporary selling as it applies to your chosen career, students will gain a better appreciation of sales as an important aspect of every organization.	10 + 8	Examination assignment to be assessed and graded by the course professor
5. Human Resource Management	This course covers critical interpersonal skills for project managers, focusing on the development of effective teams, management of people and stakeholders to deliver on project outcomes. Students will also learn the fundamentals of project management.	10 + 8	Examination assignment to be assessed and graded by the course professor



ROME BUSINESS SCHOOL

Better Managers For a Better World

COURSE	DESCRIPTION AND AIM	LEARNING HOURS+ SELF-STUDY	ASSESSMENT
6. Finance for the Decision Making	This course provides students with a sound knowledge of the theoretical tools needed to carry out the financial analysis that acts as a basic backup in the decision-making process. The course also provides an analysis of alternative investment projects and the preparation of corresponding budgets. It is a managerial approach to financial analysis, planning and control and the management of working capital, long-term assets and long-term financing.	10+8	Examination assignment to be assessed and graded by the course professor
7. Project Management	This course develops the competencies and skills for planning and controlling projects and understanding interpersonal issues that drive successful project outcomes. Focusing on the introduction of new products and processes, it examines the project management life cycle, defining project parameters, matrix management challenges, effective project management tools and techniques, and the role of a project manager.	10+8	Examination assignment to be assessed and graded by the course professor



COURSE	DESCRIPTION AND AIM	LEARNING HOURS+ SELF-STUDY	ASSESSMENT
8. Digital and Social Media Marketing	The course aims to provide students with the basics of digital marketing, so that they can use the fundamental knowledge in this field in order to carry out an individual or corporate business project. The students will be able to learn how to manage editorial plan, paid campaigns and general image of their brand, in order to compete with other figures online. The students will get the ability to create effective communication campaigns, and to be prepared for the constantly changing technological landscape.	10+8	Examination assignment to be assessed and graded by the course professor
9. Management control	The aim of the course is to enable students to develop specialized knowledge of financial and organizational control, including the systems and tools used by managers to ensure that the actions and decisions of employees agree with the aims and strategies of the company. A further aim is to enable students to develop the ability to use relevant concepts in discussions of control systems	10+8	Examination assignment to be assessed and graded by the course professor
10. Operations and Supply Chain Management	This course aims to familiarize the students with the major operational problems and issues that confront managers, and provide them with language, concepts, insights and tools to deal with these issues in order to gain competitive advantage through operations. It also introduces students to the different production operations and supply chain activities that take place in companies and organizations.	10+8	Examination assignment to be assessed and graded by the course professor



COURSE	DESCRIPTION AND AIM	LEARNING HOURS+ SELF-STUDY	ASSESSMENT
11. Risk, Issue and Crisis Management	<p>After finishing the course, you could become the skilled employee at your organization to navigate times of crises. You'll learn how to prepare for crises and risks by establishing within your company a strong risk culture. By the end of the course, you'll have developed the ability to create appropriate strategies to avoid risk and maintain calm in crises.</p>	<p>10+8</p>	<p>Examination assignment to be assessed and graded by the course professor</p>
12. Business Leadership in the Global Era	<p>The main focus of the course is to establish a new idea of the term leadership in the students' perception and define the core concept of leadership and its application. The students will learn to understand the process and practice of being a leader and how it influences the efforts of the practice to the most benefit possible.</p>	<p>10+8</p>	<p>Examination assignment to be assessed and graded by the course professor</p>
13. Strategic Management	<p>This course is focusing on introducing students to the concept of strategy, building the right framework for problem solving through strategic analyses and the importance of implementation and action plan in strategic development for an organization.</p>	<p>10+8</p>	<p>Examination assignment to be assessed and graded by the course professor</p>



ROME BUSINESS SCHOOL

Better Managers For a Better World

COURSE	DESCRIPTION AND AIM	LEARNING HOURS + SELF-STUDY	ASSESSMENT
<p>14. Entrepreneurship and Business Planning</p>	<p>This course is designed to provide students with skills needed to effectively organize, develop, create, and manage a business. This course includes business management and entrepreneurship, communication and interpersonal skills, economics, and professional development foundations. Instructional strategies may include the development of a business plan, a school-based enterprise, computer and technology applications, real and simulated occupational experiences, or projects related to business ownership.</p>	<p>10+8</p>	<p>Examination assignment to be assessed and graded by the course professor</p>
<p>15. International Business</p>	<p>This course equips students with the tools, techniques, and concepts necessary to analyze and understand how international business is conducted and how companies and countries can thrive in today's global marketplace. The course concentrates on the realities of managerial experience in both the public and private sectors. It covers theory as well as practice leading to the solution of managerial problems in the international context.</p>	<p>10+8</p>	<p>Examination assignment to be assessed and graded by the course professor</p>



ROME BUSINESS SCHOOL

Better Managers For a Better World

COURSE	DESCRIPTION AND AIM	LEARNING HOURS + SELF-STUDY	ASSESSMENT
Graduation Project	The development of a complete business plan		12 000 – 15 000 words
TOTAL		150 + 120	

WE OFFER THE FOLLOWING OPTIONS FOR THE PROGRAM DELIVERY

- In-class teaching
- On-line teaching via Zoom meeting application
- Blended – some courses can be delivered on- line and some – in-class

The program can be delivered during the weekends from 12 PM to 4 PM (Fridays-Saturdays) and 12 PM to 4 PM (Sundays) or the schedule can be adjusted to meet the requirements of our students.



ROME BUSINESS SCHOOL

Better Managers For a Better World

PROGRAM REQUIREMENTS

- Bachelor's degree/ABD diploma
- Minimum upper-intermediate level of English proficiency



DOCUMENTS TO BE SUBMITTED

- Application form
- 1 photo 3x4
- Passport copy – pages 1-3
- Copy of the diploma translated into English with a stamp of the Ministry of Foreign Affairs or any other authorized body
- CV or resume
- Recommendation letter

All documents should be submitted **IN FULL no later than 2-weeks BEFORE** the course start date.

The diplomas are issued within the **1-month period AFTER** the course closing date provided the payment is made **IN FULL**.



ROME BUSINESS SCHOOL

Better Managers For a Better World

DO NOT HESITATE TO CONTACT US FOR FURTHER INFORMATION!

IBAT HEAD OFFICE

Address: Tercuman Sitesi-A8D1. Merkezefendi,34015 Zeytiburnu/
Istanbul, Turkey

Email: info@mhrgi.com

abdullah.mhr.bel@gmail.com

admissions@mhrgi.com



IF YOU LIKE TO GROW, WE WOULD LIKE TO HELP!

Learn more about ibat programs on our website –

ibat-edu.com