



Waterford Institute *of* Technology

# Executive Masters in Business Administration

Department of Graduate Business



The Executive MBA is a two-year, part-time programme designed to develop management and leadership skills essential for business success in today's competitive international markets. WIT School of Business prides itself on its staff/student interaction and its interactive learning which creates an exciting and stimulating environment for students to share experiences and knowledge to maximize learning.

Upon completion of the programme, participants will have enhanced their personal development, improved their group skills, and be able to combine best practice techniques in business education with a practical approach to solving business issues.

[www.wit.ie](http://www.wit.ie)

# Executive MBA

## The Programme Structure

### YEAR ONE

#### SEMESTER 1

- Marketing for Managers
- Accounting for Managers
- Operations Management

#### SEMESTER 2

- Leadership & Organisational Behaviour
- Managing People
- Business Research & Analysis

### YEAR TWO

#### SEMESTER 1

- International Management\*
- Corporate Finance
- Strategic Management
- Electives - choose one:  
Innovation & Entrepreneurship  
Change Management

#### SEMESTER 2

- Business Economics
- Info Systems & Projects for Managers

#### SEMESTER 3

- Dissertation

\* International Management is delivered as a one-week study tour to Boston during the first week of semester one in year two of the programme

The programme structure allows for each subject to be delivered in three hour blocks over a 12 week semester and the class times are Thursdays from 2 - 9pm and Saturdays from 9 - 12 noon. The dissertation is completed in the final semester from May - August.

## The Programme

The programme brings together a relatively small group of highly motivated managers and professional experts from a wide range of backgrounds and assists them in developing their personal, managerial and leadership skills. The restricted numbers on the programme ensures a high degree of individual attention and fosters commitment to the programme.

Lectures, discursive and interactive, case studies, guest lectures, role-playing exercises, video presentations, and action learning from projects help you to apply what you learn to genuine problems experienced at work.

## Why choose the WIT Executive MBA

- Exposure to best practice in management education
- Strong national and international reputation of WIT School of Business (Over 10 years experience in delivering quality EMBA programmes in the south-east region)
- Interactive learning environment with an emphasis on participation and teamwork
- Over 100 strong faculty teaching from a global perspective based on research in all business disciplines
- Exceptional international study trip to the US with access to leading academics and practitioners
- Practical focus with strong industry linkages and access to high calibre guest speakers
- Networking opportunities with other MBAs nationally through membership of the MBA Association of Ireland

## Career Opportunities

The EMBA is a springboard to virtually any type of career-and the process starts long before you earn your qualification. The majority of past graduates (over 70%) have used the programme to enhance promotional prospects with their existing employer while others have used the programme to change into new careers in both the private and public sectors, from business development, financial services, and international marketing. The career path chosen by course participants can be enhanced by the research focus adopted for their dissertation.

## Application Process

There is no single formula for a successful applicant. Candidates are evaluated for their achievements, their potential, and the fit between what they aspire to achieve and what our MBA Program has to offer.

## Specifically we look for:

- A degree or equivalent business qualification. In some cases where managers have exceptional experience (of at least 10 years), an application will be considered
- Minimum age of 25 years. The average age of past participants is typically about 35-40 years
- At least three years of relevant management experience. The average age of past participants has been of the order of seven to ten years of business experience
- Satisfactory performance at an admission interview

Applications for the programme are made online at [www.pac.ie](http://www.pac.ie) and are requested by the end of May in the year of entry. Admission interviews take place in June of that year.

[www.wit.ie](http://www.wit.ie)

*"I found the EMBA programme at WIT to be very beneficial - the strong staff-student interactions, the emphasis on teamwork and the focused dissertation - gave me the skills and confidence to deal with a variety of management issues in my organisation."*

**Tom Healy,**  
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