

Edinburgh Business School (EBS) Heriot-Watt University Postgraduate Programme



The Edinburgh Business School Master of Business Administration (MBA) from Heriot-Watt University is designed for individuals wishing to gain advanced management skills and expertise. The MBA is a broad-based management degree and appeals to individuals from a wide range of backgrounds. The degree is aimed at people with experience who wish to develop themselves as effective managers. The programme includes the opportunity for students to extend their study to meet specific career requirements by taking one of the specialist awards. The specialisms provide students with a deeper understanding of the application of a specific discipline.

The programme offers general coverage of the key management disciplines – people skills, economics, marketing, accounting, finance, and project management. The Strategic Planning course develops strategic thinking and the ability to recognise and use the various tools and techniques of the other core courses to identify and solve a wide range of business problems.

www.eaim.edu.sg

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CPE Reg No.: 200101029C • Validity: 20-05-2018 to 19-05-2022

MODULES

MBA

- » Accounting
- » Finance
- » Marketing
- » Organisational Behaviour
- » Strategic Planning
- » Project Management
- » Economics

- Elective Modules*
- » Competitive Strategy
 - » Negotiation

MBA with Specialism (Strategic Planning / Finance / Marketing / Human Resource Management)

- » Accounting
- » Finance
- » Marketing
- » Organisational Behaviour
- » Strategic Planning
- » Project Management
- » Economics



Elective Modules (Strategic Planning)

- » Corporate Governance
- » Mergers and Acquisitions
- » Making Strategies Work
- » Competitive Strategy

Elective Modules (Marketing)

- » Negotiation
- » Marketing Communications
- » Services Marketing
- » International Marketing

Elective Modules (Human Resource Management)

- » Negotiation
- » Human Resource Development
- » Human Resource Management
- » Influence

Elective Modules (Finance)

- » Negotiation
- » Financial Risk Management
- » Quantitative Methods
- » Mergers and Acquisitions

MSc in Marketing

- » Marketing
- » Marketing Communications
- » Marketing Research
- » Consumer Behaviour
- » International Marketing

- Elective Modules*
- » Marketing Channels
 - » Negotiation
 - » Quantitative Methods
 - » Services Marketing

ENTRY REQUIREMENTS

MBA (Duration: 12 months Full-time or Part-time)

Singaporean / PR / International Students

Candidates will normally be expected to have:

- A degree recognised by Heriot-Watt University or a qualification deemed to be equivalent, or passes in 3 courses (one of which must be core for the MBA and 3 core courses for MSc programmes)
- A minimum of 2 years' post-qualifying full-time work experience of a relevant nature

English Language Proficiency:

- MBA English - IELTS 6.5 or equivalent
- MBA Chinese - IELTS 5.0 or equivalent

MSc (MARKETING) / MBA SPECIALISM (Duration: 15 months Full-time or Part-time)

TEACHER-STUDENT RATIO - 1 : 25*

*Start of class is subjected to minimum class size achieved

COURSE FEE

MBA

	Singaporean / PR		
	(Full-time)	(Part-time)	International Students
› Tuition Fee	\$26,100	\$24,400	\$29,900
› Assessment Fee	\$2,900	\$2,900	\$2,900
› Administration Fee	\$500	\$500	\$1,000
› Material Fee	-	-	-
» Total Course Fee	\$29,500	\$27,800	\$33,800
› Application Fee	\$150	\$150	\$540
» Total Fee	\$29,650	\$27,950	\$34,340

MBA WITH SPECIALISM / MSc in MARKETING

	Singaporean / PR		
	(Full-time)	(Part-time)	International Students
› Tuition Fee	\$29,400	\$28,400	\$35,200
› Assessment Fee	\$3,600	\$3,600	\$3,600
› Administration Fee	\$500	\$500	\$1,000
› Material Fee	-	-	-
» Total Course Fee	\$33,500	\$32,500	\$39,800
› Application Fee	\$150	\$150	\$540
» Total Fee	\$33,650	\$32,650	\$40,340

- Application and Enrolment Fee is non-refundable.
- All prices are subjected to prevailing Goods & Services Tax (GST) of 7%.
- All prices are effective for intakes from Nov 2019.
- Start of class is subjected to minimum class size achieved.

OTHER FEES

Medical Insurance
FPS Insurance

Waived
Waived

ASSESSMENT 100% written examinations

INTAKES MAR / JUN / AUG / DEC

PRIVATE EDUCATION ACT & EDUTRUST

East Asia Institute of Management has appointed Lonpac Insurance Bhd to be the provider of Fee Protection Scheme (FPS) for the protection of total course fees paid by all students. East Asia Institute of Management has adopted the standard PEI-Student contract. In compliance with FPS, East Asia Institute of Management collects course fees up to twelve (12) months at any one time. For more information on EduTrust for Education, please visit our website at www.eaim.edu.sg. Alternatively, you can visit the official CPE website at www.ssg-wsg.gov.sg