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CAMPUS
+
DUBAI



EIU ACBSP Accredited Business Programmes



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ACCREDITATION SERVICE
for
INTERNATIONAL SCHOOLS,
COLLEGES & UNIVERSITIES



European
Council for
Business
Education



RECOGNITION & ACCREDITATION

Legal Status, Accreditation, and International Benchmarking

The European International University – Paris (EIU–Paris) is a legally registered private higher education institution in France, operating as a distance learning center (Centre d'enseignement à distance). It is fully listed in the French Ministry of National Education's official directory of recognized institutions under the following details:

- UAI Code: 0756213W
- Official Name: Etablissement d'enseignement à distance European International University
- Supervising Authority: Ministère de l'Éducation nationale
- Academic Region: Paris
- Address: 59 rue Lamarck, 75018 Paris (Paris 18e Arrondissement)

This listing can be publicly verified through the official French government portal:

https://www.education.gouv.fr/acce_public/index.php | To verify, simply enter the UAI Code: 0756213W in the search field.

EIU–Paris is authorized to confer institutional academic degrees, issued under its autonomous academic authority in full compliance with the French Education Code (Articles L 444-1 to L 444-11 and R 444-1 to R 444-28). While not classified as Diplômes Nationaux, these qualifications are internationally benchmarked to align with key global frameworks, including the European Higher Education Area (EHEA) and the UNESCO Global Convention on the Recognition of Qualifications concerning Higher Education.

The credibility and global relevance of EIU–Paris are further underscored by:

- Recognition as a Premier Institution by the Accreditation Service for International Schools, Colleges & Universities (ASIC, UK)
- A prestigious QS 5-Star Rating across Teaching, Online Learning, Graduate Employability, Inclusiveness, and Academic Development

Active memberships in leading international academic networks and quality assurance bodies, including:

- Business Graduates Association (BGA), United Kingdom
- European Council for Business Education (ECBE), Belgium
- Association for Transnational Higher Education Accreditation (ATHEA), Europe



Bachelor of Business Administration (BBA)

ACBSP-Accredited | Exclusively Delivered by EIU Regional Campus (Dubai)

100% Online | Global Classroom | Modular | Flexible Intakes

Programme Overview:

The ACBSP-Accredited Bachelor of Business Administration (BBA) at European International University – Paris, delivered exclusively via EIU Regional Campus (Dubai), is a future-ready business degree tailored for the global learner. Designed with maximum flexibility and quality assurance, this programme is delivered 100% online using a blended learning approach—combining self-paced modules with weekly live virtual sessions (2–3 hours/week) led by qualified instructors and international peers.

With intakes in January, June, and September, students can begin at their convenience and progress at their own pace. The programme spans 24 to 36 months, featuring 24 modules (180 ECTS), of which the first 16 are core modules, and the final 8 are specialization-focused, culminating in a capstone project aligned with the student's chosen area of interest.

Programme Structure:

Total Duration: 24–36 months Total Credits: 180 ECTS Total Modules: 24 (Each module = 7.5 ECTS)

Delivery Mode: 100% Online (Self-Paced + Weekly Live Virtual Sessions) Learning Platform:

Delivered via TalentLMS, an advanced Learning Management System that provides intuitive navigation, progress tracking, interactive content, downloadable resources, and real-time feedback for a seamless and engaging online learning experience.

Assessment Method:

Each module is assessed through one Application-Oriented Assignment (AOA) of 2,500–3,000 words, designed to evaluate real-world understanding and critical thinking. Upon submission, students must attend a brief oral defense session (conducted virtually), where they present and justify their work to ensure academic integrity and validate their learning.

Programme Breakdown:

Core Modules (First 16 Modules – Common to All Students)

1. BUS110 – Business Communication
2. MGT120 – Managing Business
3. ACC130 – Accounting Principles I
4. BUS140 – E-Commerce
5. ECO150 – Principles of Economics
6. FIN160 – Principles of Finance
7. MKT170 – Principles of Marketing
8. HRM180 – Human Resource Management
9. ACT210 – Accounting Principles II
10. MGT220 – Operations Management

11. BUS230 – Entrepreneurship
12. BUS240 – Sustainable Business Practices
13. FIN250 – Financial Reporting
14. MGT260 – Logistics and Supply Chain Management
15. MKT270 – Cross-Cultural Marketing
16. MGT280 – Business Information Management

Specialization Tracks (Final 8 Modules, including a Capstone Project)

Students choose one of the following five specialization areas:

1. International Business Management
2. Integrated Marketing Communications
3. Finance
4. Travel and Tourism Management
5. Hotel and Hospitality Management

The final year is comprised of 8 specialization modules and a capstone project, which allows students to explore a niche area within their specialization. For example, a student specializing in International Business Management may focus their capstone on Strategic Human Resource Management, provided the project aligns with the specialization's core objectives.

Programme Learning Outcomes:

Graduates of this ACBSP-accredited BBA will be able to:

- Demonstrate sound knowledge of business principles and cross-functional operations
- Apply critical thinking and analytical skills to real-world business scenarios
- Communicate effectively in diverse, global settings
- Lead and collaborate within multicultural business environments
- Integrate ethical, sustainable, and strategic insights into business planning
- Specialize and innovate in focused industry areas through applied learning

Entry Requirements:

To be eligible for admission into the ACBSP-Accredited BBA programme, applicants must meet the following minimum criteria:

- Hold a High School Diploma or an equivalent qualification (e.g., A-Levels, IB Diploma, IGCSE, GED, etc.)
- Demonstrate English language proficiency
- Applicants who have completed their high school or secondary education in English medium are exempt from submitting standardized test scores (e.g., IELTS or TOEFL)
- Others may either submit valid English proficiency scores or opt to take the EIU-Paris in-house English proficiency test during the application process
- Possess basic digital literacy and access to a reliable internet connection
- Demonstrate strong motivation, self-discipline, and readiness for online learning

Mature Entry Route (case-by-case basis):

Experienced professionals without formal high school qualifications may be considered if they can demonstrate at least 3 years in a verified middle to senior management role within a business or organizational context.

Note: Applicants with prior post-secondary education or relevant work experience may be eligible for credit transfer or accelerated progression within the programme.

Tuition Fee Structure:

- One-time full payment: €6,000
- 3 Installments: €2,100 x 3 = €6,300
- 6 Installments: €1,100 x 6 = €6,600

(Installments are paid monthly until completion)

Note Graduation, legalization, and degree attestation fees are billed separately.

Who Should Apply?

This programme is ideal for:

- School leavers seeking a globally respected undergraduate business degree
- Working professionals looking to upskill and grow into managerial roles
- Future entrepreneurs aiming to build or scale their businesses
- International learners seeking flexibility, structure, and academic quality

Exclusively available through EIU Regional Campus (Dubai), this ACBSP-Accredited BBA combines academic excellence with real-world relevance—empowering graduates to lead confidently in today's dynamic global marketplace.

Awarding Institution: European International University – Paris

Accreditation: The Accreditation Council for Business Schools and Programs (ACBSP) is a prominent U.S.-based accrediting body officially recognized by the Council for Higher Education Accreditation (CHEA), which serves as the national authority for recognizing accrediting organizations in the United States.

Delivery Center: EIU Regional Campus (Dubai) – exclusive provider of ACBSP-accredited DBA programme

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Master of Business Administration (MBA), with Specialization via Action Research

ACBSP-Accredited | Exclusively Delivered by EIU Regional Campus (Dubai) 100% Online | Global Cohort | Modular | Flexible Intakes

Programme Overview:

The ACBSP-Accredited MBA programme at European International University – Paris, delivered exclusively through EIU Regional Campus (Dubai), is designed for ambitious professionals and aspiring leaders who seek a transformative and flexible graduate business education. This programme combines academic rigour with real-world relevance and is delivered 100% online via a blended model—featuring self-paced modules along with weekly live virtual sessions (2–3 hours/week) guided by experienced instructors and a global learning community.

With multiple annual intakes in January, June, and September, the MBA is structured to accommodate diverse schedules. The programme comprises 9 modules (90 ECTS credits), with the first 8 as core modules and the final module as an Action Research Project (Capstone), which enables degree specialization based on the chosen area of applied research.

Programme Structure:

- Duration: 12 to 18 months
- Credits: 90 ECTS
- Modules: 8 Core Modules (7.5 ECTS each) + 1 Action Research Project (30 ECTS)
- Delivery: 100% Online (Asynchronous + Weekly Live Virtual Sessions) Platform:
- TalentLMS, a modern learning management system offering interactive content delivery, progress tracking, downloadable resources, automated assessments, and collaborative tools for a dynamic, user-friendly experience.

Assessment Method:

Each module is assessed through a comprehensive Application-Oriented Assignment (AOA) of 3,500–4,000 words, designed to test practical understanding and critical thinking. To ensure academic integrity, students are required to attend a brief virtual oral defense of each assignment.

The final Action Research Project (minimum 5,000 words) enables students to specialize in an area of interest—for example, an MBA student researching digital business trends may graduate with an MBA in Digital Transformation, while another focusing on people strategy may earn an MBA in Leadership.

Programme Curriculum:

Core Modules (8 x 7.5 ECTS)

1. MGT510 – Managerial Accounting
2. MGT520 – Managing Business Strategy
3. MGT530 – Human Capital Management
4. MGT540 – Marketing Management
5. MGT550 – Managing Operations
6. MGT560 – Leading Organisation
7. MGT570 – Financial Management
8. MGT580 – Project Management

Capstone Module (1 x 30 ECTS)

9. MGT590 – Action Research Project

(Final degree title depends on the specialization focus of this project.)

Programme Learning Outcomes:

Graduates of the ACBSP-Accredited MBA will be able to:

- Demonstrate advanced knowledge across key business disciplines
- Apply strategic thinking to real-world business challenges
- Lead diverse teams and organizations in a global context
- Communicate and negotiate effectively across cultures
- Integrate ethical, sustainable, and innovation-driven approaches in decision-making
- Specialize in a domain of interest through focused applied research

Entry Requirements:

To be eligible for admission, applicants must meet the following criteria:

- Hold a Bachelor's degree or equivalent qualification from a recognized institution
- Demonstrate English proficiency
- Applicants who completed prior education in English medium are exempt from IELTS/TOEFL
- Others may submit valid test scores or take the EIU in-house English proficiency test
- Possess basic digital literacy and a stable internet connection
- Exhibit strong self-motivation and independent learning capacity

Mature Entry Route (case-by-case evaluation):

Applicants without a formal bachelor's degree may be considered if they can demonstrate a minimum of 9 years of verified professional experience in middle to senior management roles.

Note: Applicants with prior postgraduate coursework or substantial industry experience may be eligible for credit transfer or accelerated progression.

Tuition Fee Structure:

- One-time full payment: €4,000
- 3 Installments: $€1,433.33 \times 3 = €4,300$
- 6 Installments: $€766.66 \times 6 = €4,600$

(Installments are billed monthly until completion)

Note: Graduation, legalization, and degree attestation fees are billed separately.

Who Should Apply?

This programme is ideal for:

- Working professionals seeking career growth or transition
- Mid-level managers aspiring to senior leadership roles
- Entrepreneurs looking to build or scale businesses
- International learners desiring a globally recognized, flexible MBA

Delivered exclusively by EIU Regional Campus (Dubai), this ACBSP-Accredited MBA offers world-class academic excellence, real-world applicability, and international credibility—empowering you to lead with confidence in today's complex global economy.

Awarding Institution: European International University – Paris

Accreditation: The Accreditation Council for Business Schools and Programs (ACBSP) is a prominent U.S.-based accrediting body officially recognized by the Council for Higher Education Accreditation (CHEA), which serves as the national authority for recognizing accrediting organizations in the United States.

Delivery Center: EIU Regional Campus (Dubai) – exclusive provider of ACBSP-accredited DBA programme

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Doctor of Business Administration (DBA), with Specialization via Applied Research

ACBSP-Accredited | Exclusively Delivered by EIU Regional Campus (Dubai) 100%
Online | Research-Driven | Modular | Live Faculty Engagement

Programme Overview:

The ACBSP-Accredited Doctor of Business Administration (DBA) at European International University – Paris, delivered exclusively through EIU Regional Campus (Dubai), is a rigorous, research-oriented doctoral programme designed for senior professionals, consultants, entrepreneurs, and academic leaders. Unlike traditional coursework-based doctorates, this European-style DBA emphasizes original scholarly inquiry and applied research that delivers real-world impact.

Delivered 100% online, the programme combines the flexibility of self-paced learning with weekly live virtual sessions (2 hours/week) conducted by qualified doctoral faculty, creating a collaborative, high-level global learning environment. Students progress through a structured academic pathway that culminates in a doctoral thesis and an oral defense (viva voce).

Programme

- Structure:**• Duration: 24 to 36 months
- Credits: 180 ECTS
 - Modules: 5 doctoral-level modules, including thesis development and oral defense
 - Delivery: 100% Online (Asynchronous + Weekly Live Sessions)
 - Platform: TalentLMS, a modern learning management system that supports research resources, video lectures, submission portals, and academic progress tracking.

Programme Curriculum:

1. RBL810 – Research Methodology: Quantitative & Qualitative Analyses (30 ECTS)
Develops foundational research design skills; culminates in a formal research proposal and supervisor assignment.
2. RBL820 – Scholarly Engagement I (15 ECTS)
Participation in an academic or professional event; submission of reflection and proof of participation.
3. RBL830 – Scholarly Engagement II (15 ECTS)
Continued academic engagement; broadens research perspective and contributes to scholarly discourse.
4. DSSR980 – Doctorate Thesis (90 ECTS)
A minimum 30,000-word original research thesis, offering theoretical depth and practical business relevance.
5. VIVA920 – Viva Voce (Oral Defense) (30 ECTS)
A formal oral examination before a panel of academics to defend the doctoral thesis and demonstrate scholarly merit.

Assessment Method:

The DBA programme follows a non-coursework model with no written exams. Assessment is based on:

- Research-based written outputs (including the doctoral thesis)
- Oral presentations and defenses (required at major milestones)

The specialization of the DBA is determined by the focus of the thesis. For example, a thesis on organizational change may lead to a DBA in Leadership, while research on AI integration in banking may result in a DBA in Digital Transformation.

Programme Learning Outcomes:

Graduates of the ACBSP-accredited DBA will be able to:

- Conduct original applied research addressing contemporary business challenges
- Apply advanced methodologies in business, management, and organizational studies
- Lead complex initiatives and thought leadership in a global context
- Contribute to academic, policy, or strategic frameworks through evidence-based insights
- Engage in professional or academic roles as influential practitioner-scholars

Entry Requirements:

To be eligible for admission, applicants must meet the following criteria:

- A Master's degree in Business, Management, or a related field from a recognized institution
- A minimum of 5 years of relevant professional or leadership experience
- Proof of English proficiency (IELTS/TOEFL or prior English-medium academic qualification)
- Statement of Purpose (500 words) outlining research interest and motivation
- Updated CV/Resume
- Two references – one academic (if available) and one professional
- Interview (if required) with the academic review panel

Tuition Fee Structure:

- One-time full payment: €10,000
- 2 Installments: €5,100 x 2 = €10,200
- 4 Installments: €2,600 x 4 = €10,400

(Installments are billed monthly until completion)

Note : Graduation, legalization, and degree attestation fees are billed separately.

Who Should Apply?

This programme is ideal for:

- Senior executives and business owners seeking advanced leadership and research expertise
- Consultants and strategists aiming to formalize their impact through research
- Academics or trainers aspiring to doctoral-level recognition
- Global professionals seeking a U.S.-accredited, European-modeled doctoral pathway with flexibility and academic integrity

Why Choose the ACBSP-Accredited DBA at EIU–Paris?

- Globally recognized ACBSP accreditation (USA)
- European-style doctoral model focused on research, not coursework
- Weekly live sessions and active faculty support
- Oral defenses at key stages to ensure academic quality

- Flexible, modular format via TalentLMS
- Exclusively delivered through EIU Regional Campus (Dubai)

Awarding Institution: European International University – Paris

Accreditation: The Accreditation Council for Business Schools and Programs (ACBSP) is a prominent U.S.-based accrediting body officially recognized by the Council for Higher Education Accreditation (CHEA), which serves as the national authority for recognizing accrediting organizations in the United States.

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