

PRESS RELEASE
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Crisis? What crisis?

Athens University of Economics & Business wins AMBA's MBA Innovation Award 2013

“Considering that e-commerce sales and online marketing are the growth areas for the next decade, Athens University of Economics & Business has demonstrated through their MBA International programme and cutting edge curriculum on e-skills that they are innovative, creative and forward-thinking”, Andrew Main Wilson, Chief Executive of AMBA said.

Every year, 40000 MBA students graduate from AMBA's (the Association of MBAs) current 204 Accredited business schools in 70 countries worldwide. As the most respected Business Leader qualification in the world (and AMBA accredits just 1% of the world's Executive MBA programmes), many of these MBAs will go on to become some of the world's most influential business and society leaders.

The three AMBA annual MBA awards - MBA Student of the Year Award, MBA Innovation Award and MBA Entrepreneurial Venture Award - celebrate the quality and the achievement of MBA education and the MBAs.

At a time when Greece is still struggling with its debt crisis, positive stories emanating from Greece are rare. However, Athens University of Economics & Business has big reason to celebrate. Their specific MBA programme, which combines the best of both academic and practical knowledge, traditional MBA disciplines and e-skills, has earned Athens University of Economics & Business the coveted MBA Innovation Award among strong competition from AMBA accredited MBA programmes from all over the world.

The University claims their International MBA programme is the first MBA programme in Europe to offer cutting edge curriculum and training on e-skills (eBusiness Marketing, Search Engine Optimization, Social Media, Web Analytics, Pay-per-Click, Mobile Marketing, and Conversion Optimization) as part of the traditional classroom-based MBA.

This innovative component of the program, which was incorporated in the MBA curriculum in September 2012, follows the current trends in business education and is offered 100% on-line, enabling students to attend the courses at a pace that suits their schedule.

Moreover, it adds significant value to the students of the programme as it offers them the opportunity to prepare themselves for more than 20 new high-paid job-roles, such as eCommerce manager, Social Media Manager, Conversion Manager, SEO

expert, etc., but also use online marketing skills to promote their any-type of businesses online.

“They identified a clear gap in MBA curriculum related to e-marketing, e-business and e-skills courses – all business drivers for the next decade”, said AMBA’s Chief Executive, Andrew Main Wilson.

Winners in other categories are Olebogeng Glad Dibetso, Gordon Institute of Business Science MBA graduate for the MBA Student of the Year Award and Simo Dragicevic, MBA graduate of Cass Business School, for the MBA Entrepreneurial Venture Award.

The Association of MBAs

AMBA is the international impartial authority on postgraduate business education and the only global MBA-specific Accrediting body. Established in 1967, it sets the global standard for accrediting MBA, DBA and MBM programmes. The Association currently accredits programmes in more than 200 schools in 70 countries worldwide. AMBA is also a professional membership association with thousands of MBA members in over 100 countries, connecting MBA students and graduates, accredited business schools and MBA employers worldwide.

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