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MBA Top-Up (WES, UK ENIC, French Nationally Recognized)

EIU - Paris is thrilled to announce our partnership with Pôle Paris Alternance (PPA) Business School @ppabusinessschool.

PPA Master's degrees are evaluated by UK ENIC as RQF Level 7 Qualifications.

Big Announcement

PPA APPROVED

EIU - Paris is thrilled to announce that our partnership with Pôle Paris Alternance (PPA) Business School has been approved.

We are delighted to collaborate with PPA Business School, a prestigious institution known for its excellence in business education and commitment to fostering practical learning experiences.

EIU introduces French Nationally Recognized MBA (Top-up) from Pôle Paris Alternance (PPA) Business School, for all EIU MBA graduates and current students. Don't miss out on this amazing opportunity!

PPA Business School Collaboration

PPA APPROVED

PPA Master degrees are evaluated by UK ENIC as RQF Level 7 Qualifications, making it a highly sought-after degree. And that's not all, graduates with this prestigious MBA can have their qualification assessed by top-notch organizations such as World Education Services (WES) for immigration and further studies in the United States and Canada. Don't miss out on this incredible chance to advance your career and make your dreams a reality!

French Nationality Recognized MBA (Top-Up)

ADVANTAGES

Accreditation and Quality Assurance

Assured reputable education that aligns with industry standards.

Expanded Educational Opportunities

Broaden your academic horizons, gain exposure to different teaching styles and perspectives, and develop a global mindset.

Access to a Diverse Network

Valuable connections, mentorship opportunities, and potential career prospects.

Industry-Relevant Curriculum

Students will be equipped with the knowledge and skills that are in demand in the job market, increasing their employability and career prospects.

Recognition and Prestige

This affiliation can increase the value of students' qualifications and enhancing their professional credibility.

Important

PLEASE NOTE

EIU introduces French Nationally Recognized MBA (Top-up) from Pôle Paris Alternance (PPA) Business School, for all EIU MBA graduates and current students. Don't miss out on this amazing opportunity!

ENROLL NOW!

Fees: €3,000
Nationally accredited MBA with UK ENIC level 7 Equivalency + WES evaluation

Proven Leadership Strategies of Top CEOs and Executives

Are you a leader looking to take your organization to the next level? Look no further than "Proven Leadership Strategies of Top CEOs and Executives," a talk that will provide you with insights and strategies used by some of the most successful leaders in the world.

During this one-hour session, you will learn from the experiences of top CEOs and executives who have faced challenges and overcome obstacles to drive their organizations forward. You'll discover practical tips and proven strategies that you can apply immediately to your own leadership approach.

You'll gain insights into effective communication techniques, the importance of emotional intelligence, and how to develop a strong and cohesive team. You'll also learn how to stay focused on your goals and make strategic decisions that will move your organization forward.

This talk is perfect for executives, managers, and team leaders who want to take their leadership skills to the next level. You'll come away feeling inspired and motivated to implement these proven strategies in your own leadership style.

Don't miss this opportunity to learn from the best in the business. Register now for "Proven Leadership Strategies of Top CEOs and Executives" and take the first step towards transforming your leadership approach and achieving success in your organization.



Would you like to visit Bangkok and study in one of our Asian Campus ?

We encourage all **MBA and Doctorate Students** to take advantage of this unique opportunity to gain invaluable international exposure and expand their knowledge through a culturally immersive experience. We look forward to your participation. Contact for more details: @eiuparis Whatsapp: +33 607 59 1197



Fast paced executive career track with Global MBA in sustainability

Meet Danish Batool Zaidi, an esteemed alumna of European International University-Paris who holds a Master of Business Administration (M.B.A) in Innovation Management & Design Thinking. Danish Batool has a passion for utilizing her MBA in Innovation Management to bring sustainable change in the society. She is a renowned figure in the social development sector of Pakistan, with vast experience working with various national and international organisations since 2011.

She is actively looking for opportunities to help organizations and individuals create meaningful solutions that can have lasting, positive impacts on the world around them. She is knowledgeable in areas such as sustainability, organizational development, strategic planning, and social innovation. Her goal is to help organizations realize the importance of creating a sustainable future and how that goal can be achieved. Danish also has experience in project management and is eager to help organizations or individuals develop and implement strategies to come up with innovative solutions to manage their business more professionally.

Her areas of expertise include Organizational Capacity Development, Public Health, Local Governance, Sexual Reproductive Health Rights, Sustainable Development Goals, Gender Justice, Children/Adolescents, and Youth Leadership.



I chose to pursue an MBA because I wanted to develop deeper understanding of the business world and further my career. I have always been interested in business and leadership and wanted to gain the skills and knowledge to help me become a successful business leader. Additionally, I wanted to gain access to a vast network of industry professionals and alumni, which would help me to open doors to new opportunities. Ultimately, I believe the MBA will give me the skills and knowledge to be successful in the business world said Danish



info@eiu.ac



www.eiu.ac



59 Rue Lamarck
75018 Paris

Ms Batool's dedication to youth empowerment is evident from her collaboration with the Indus Health Network and provincial governments. She developed a comprehensive manual for adolescents and teachers of government secondary schools titled "Adolescent Health and Leadership Course for Kiran Sitara Students and Teachers." This manual, which covered topics such as Leadership, Communication Skills, Health and Nutrition, Child Protection, and Social Action Project Planning, was approved by the Education Departments of Sindh and KPK.

Her expertise in community development is further exemplified by her efforts to implement an Effective Community Development approach for engaging communities for sustainable change. She also served as the Global Call for Action against Poverty Youth Coordinator while coordinating with 53 PARC (People's Awareness and Rights Committees) Networks in 15 districts of Southern Punjab.

Ms Batool's work extends beyond the development sector, as she has developed Behaviour Change Models and focused on using media as a medium for change. Her efforts to spread awareness on social issues extend to radio campaigns on Early and Child Marriages, Family Planning, Water and Sanitation, Violence Against Women, and Youth Friendly Health Services. She has also appeared in several TV programmes, raising voices on citizens' rights, active citizenship, women's rights, and more.



Helping organisations & individuals in developing sustainable strategies has brought profitable results for them. My MBA was a great decision.

Ms. Danish Batool Zaidi
MBA, EIU-Paris

Ms Batool's expertise in report writing has been recognised by organisations such as Community World Service Asia, which conducted training on the essentials of report writing. Her dedication to improving her skills and knowledge in social development is a testament to her commitment to creating positive change.

In addition to her work in social development, she is an active user of social media platforms such as Facebook, where she shares her thoughts and insights on various issues. Her engagement with social media demonstrates her willingness to use all available resources to raise awareness and promote social change.

People looking to start up as an entrepreneur with their own businesses would be highly benefitting from courses and curriculum offered by EIU-Paris. I can now also use my degree and knowledge to become a consultant and provide guidance and advice to existing businesses.

Additionally I am also working on developing my networks and connections to help bring foreign investors and businesses to Pakistan, which can help with job creation and economic growth. Lastly, I like to volunteer my time and expertise to help local non-profits and initiatives that are working to improve the quality of life in Pakistan and my MBA has helped me increase my self esteem, confidence and sense of entrepreneurship said Ms Batool during a recent interview with Prof. Dr. Edward Roy Krishnan of EIU-Paris

"To succeed, one must overcome the obstacle in their path."

Thank you, EIU for widening my horizon. MBA from EIU-Paris has made me professional in my approach & sharp in making robust business decisions.

Ms. Danish Batool Zaidi, EIU-Paris MBA
Consultant | Business Woman, Pakistan



Sea To Search - A Transformative Journey

-Dr Rajeev Thakur, Managing Director, Grassik Executive Search Pvt. Ltd

Rajeev's journey from a Marine Engineer to running a highly successful Executive Search firm has been unique, path-breaking & highly transformative. His successful career transition encompassed diverse learning spanning Merchant Navy to Hotels to Manufacturing to Mushroom Farming to running one of the country's most successful Executive Search firms. Every stage was a career step-up for him which required him to mold himself to the **"here & now"** with agility. Now in the 50th year of his work-life, Rajeev spoke to us about his transformative journey.

A self-taught entrepreneur, Rajeev says he owes his consistent success to his ability to remain **"relevant"** at any given point of time, something he owes to his insatiable quest for knowledge, his agility to adapt to change & fearlessness to tread where others hesitate. He follows a self-defined philosophy of **"winning by being different"** & exults in his uniqueness in whatever he does. He is forever excited about the future & insists that people should not be defined by their past, especially in today's world which is hurtling rapidly towards an unknown new.

When he started Grassik in 1993, he pioneered executive search in Media, Hospitality & Telecom sectors in India. In 2015 he set up a new line of industry practice within Grassik, called the **"Tech Enabled Business"**, even as technology was looking to advent into our lives. That initiative has helped place Grassik at the helm of the tech start-up space in talent search, as technology seeps into every aspect of our lives. A self-professed hustler, he proudly proclaims that **"Grassik is my hobby, everything else is work"**. He doesn't believe that one is successful when they follow their passion. Instead, he says, **"One needs to become passionate about whatever one does, else life becomes restrictive"**.

During the pandemic, Rajeev passed on the operational role of his organization to his two sons, taking on the role of a **"MENTOR & SOLUTIONIST"**, a designation he proudly proclaims defines his current status. From being an empanelled Mentor to students of Management Schools to Mentoring CXOs, is a range that allows him to operate & communicate across multiple levels of generations & age groups. He has learnt to communicate effectively with every age group in a language they understand. He calls himself a "neologist" in the making.



He has a different take on what constitutes an effective mentor. **"Mentoring is never a one way street. In any interaction, the mentor must look for a take-away for himself. Mentoring is a process that helps a mind to start functioning dynamically, picking up cues that would not come up in a stagnant mind, no matter how brilliant. Every mentoring session ends in a new learning for me; hence I remain a student for life. A session that has no take away isn't mentoring, it's preaching"**.

He considers his role of a Solutionist as being that of a facilitator in finding solutions. He teaches people to look at a problem with a view that a solution **MUST** exist. Once that belief crystalizes in one's mind, the solution is only a step away. Most complex problems do have simple solutions hence he encourages people to always look for answers that seem most likely. As part of this premise he has devised games & brain teasers as exercises for his team.

Rajeev realized the risk of not keeping pace with the change driven by technology early on. He now runs a weekly programme **"LEARNING WITH GRASSIK"** that focuses on impacting people's lives personally & professionally as he believes both are closely interlinked. **"Creating better humans is my goal"** he says. He researches extensively & speaks on a wide range of topics covering mental health & happiness, religion, psychology & human behavior, emerging technologies, consumer trends, fashion, self-esteem, self-belief, politics, state of economy or anything that will impact people's lives positively. He does believe **"the more you learn, the faster you learn"**, something he realized while understanding neural behaviors.

On the risk of generative AI being a threat to jobs, Rajeev feels that if technology is harnessed responsibly, it will prove a huge asset. If it is used to replace jobs, it can be counter-productive. **"No economy can grow where people don't have jobs with disposable income"**. The solution, according to him, lies in organizations leaping ahead rather than following change. **"The only option to professional survival is be to ready when the inevitable change happens. That is the only way to negate an ambiguous & uncertain world"**, hence his constant effort to keep Grassik ahead of the curve.

"What a self-fulfilling feeling getting a leadership focussed business Doctorate from EIU-Paris. Having my story published, that reveals the travails behind the triumph, is truly gratifying. It is the crowning glory of a half century of struggle to always stay ahead"

Dr. Rajeev Thakur, CEO
Grassik Search Pvt Ltd -New Delhi, India

EIU - PARIS
PARIS, FRANCE

Rajeev's endeavors have been universally recognized. The recent spate of recognitions & awards are proof that Grassik has leapfrogged into the top league as the most effective search firms in the country.

In 2020 Rajeev was recognized as amongst the 50 "MOST PROMISING BUSINESS LEADERS OF ASIA" by Economic Times, India's top business newspaper.

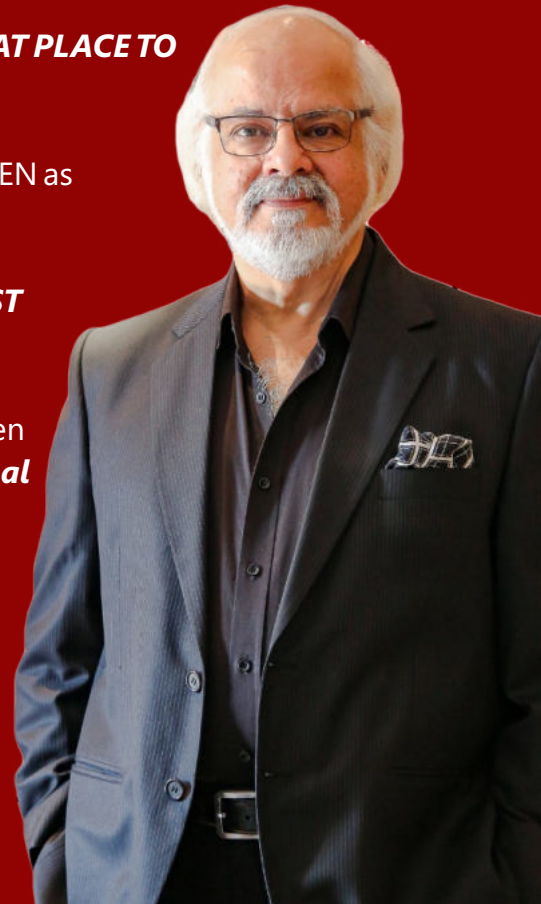
In 2021-22 & again in 2022-23, Grassik was certified as a "**GREAT PLACE TO WORK**" by the global organization of the same name.

Also in 2021 Grassik was recognized by CNBC-TEAM MARKSMEN as amongst the 100 "**MOST TRUSTED BRANDS OF INDIA**".

In 2022, Economic Times recognized Grassik amongst the "**BEST ORGANISATIONS FOR WOMEN**".

But the crowning glory for Rajeev came in December 2022, when European International University (EIU), Paris conferred a "**Professional Doctorate in Business Management**" to him for demonstrating "**exemplary**

Giving his parting shot to Dr J Anand of EIU-Paris, Rajeev has this advice for today's youngsters. "**Money is a necessary evil. We all need it & yet it is the root cause of many social & personal problems. Don't chase it. Chase dreams, chase goals, chase excellence by being the best version of you. Money will follow. If you reverse the cycle, as majority do, it's only a matter of time before you fall into the gorge of oblivion**".



EIU's CAREER ASPECTS

Our Students Work At
Our Students Work At
Our Students Work At
Our Students Work At



From EIU Education to Career:
Our University's Graduates
Excel in the Professional
World and Land Exciting Job
Opportunities!
Speak to our Student
Counsellor now!

Identifying the Factors that Matter Most to Students When Choosing a University

European International University (EIU) has been gaining popularity among students from all over the world. This private, online university offers degree programs in various fields, including business, technology, and healthcare. But what sets EIU apart from other universities? This expert article will explore why students love European International University.

Flexible Learning

One of the reasons why students love EIU is the flexible learning options that the university offers. EIU's degree programs are designed for busy professionals balancing their studies with work and personal commitments. EIU's online platform allows students to study at their own pace and from anywhere in the world. Students can access course materials and attend live online classes at a time that is convenient for them.

Real-World Education

EIU's curriculum is designed to provide students with real-world skills and knowledge that they can apply in their careers. EIU's faculty members are experienced professionals who bring their industry knowledge and expertise into the classroom. The university partners with leading companies in various industries, allowing students to gain practical experience through internships and projects.

Affordable Tuition

Another reason why students love EIU is the affordable tuition fees. The university's tuition fees are significantly lower than many other private universities. EIU also offers scholarships and financial aid to eligible students. This makes higher education accessible to a broader range of students, regardless of their financial situation.

Diverse Student Body

EIU has a diverse student body, with students from over 160 countries. EIU's faculty members are also diverse, with members from different countries and backgrounds. This creates a multicultural learning environment where students learn from each other's perspectives and experiences.

Accreditation and Recognition

EIU is accredited by the Accreditation Service for International Schools, Colleges, and Universities (ASIC). ASIC is an independent, UK-based organisation that evaluates and accredits universities worldwide. EIU's degrees are recognised by employers and universities worldwide, providing students with valuable credentials that can help them advance their careers.

Student Support

EIU offers comprehensive student support services to help students succeed in their studies. The university's academic advisors guide and support students throughout their degree programs. EIU also offers tutoring services and resources to help students improve their academic performance. The university has a strong alum network, providing students access to a community of professionals who can offer guidance and advice on their careers.

EIU - PARIS

**FAST FORWARD
YOUR CAREER WITH
A DEGREE**

**MBA | BBA | MS | DOCTORATE
ONLINE | 12 MONTHS**

**YAHOO! FINANCE
Forbes**

**TOP #55
BUSINESS SCHOOLS
IN THE WORLD**

ASIC

**2023
WORLDWIDE
BUSINESS SCHOOLS
FORBES**

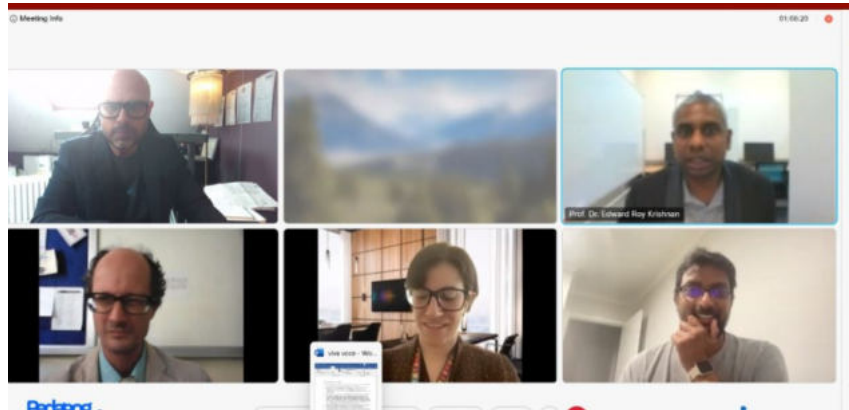
info@eiu.ac **www.eiu.ac**

The advertisement features a red background with a large circular graphic. Inside the circle, four graduates in black and red academic regalia are smiling and holding rolled-up diplomas. The text 'FAST FORWARD YOUR CAREER WITH A DEGREE' is prominently displayed in white. Below this, the programs 'MBA | BBA | MS | DOCTORATE' and the format 'ONLINE | 12 MONTHS' are listed. The bottom of the ad includes logos for Yahoo! Finance, Forbes, and ASIC, along with a 'TOP #55 BUSINESS SCHOOLS IN THE WORLD' badge. Contact information 'info@eiu.ac' and 'www.eiu.ac' is provided at the bottom left.

Innovation

EIU is committed to innovation and staying at the forefront of online education. The university uses the latest technology and teaching methods to provide students with a modern, engaging learning experience. EIU's faculty members are encouraged to incorporate new technologies and techniques into their teaching. European International University is a unique and innovative university that provides students with a flexible, real-world education. Its affordable tuition fees, diverse student body, and comprehensive student support services make it an attractive option for students worldwide. EIU's commitment to innovation and staying at the forefront of online education ensures that its degree programs remain relevant and valuable for students. With its focus on practical skills and real-world experience, EIU is helping to prepare students for successful careers in today's global economy.

The Perfect Defense: The Oral Defense of a Dissertation



EIU- PARIS VIVA VOCE SESSION

Market insights and their influence on Software product design.

Application: Taguchi Methods

What is a Viva Voce & Oral Defence during Final Research Thesis Presentation?

Viva voce and oral defence are both used to describe the process of defending a thesis or other academic work before an examining board.

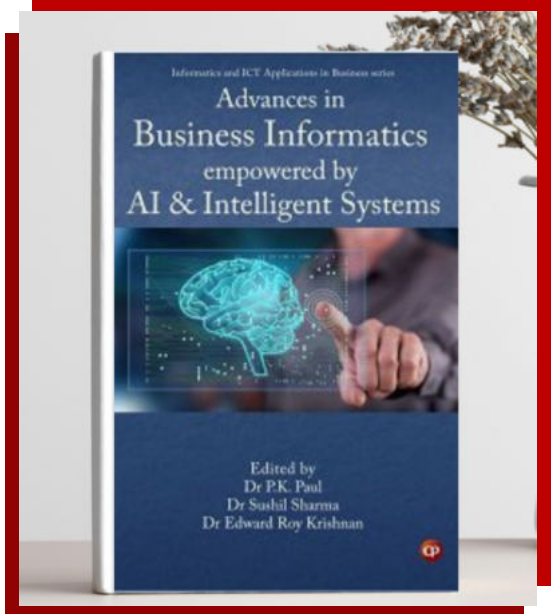
Company	Participation Results	Numbers
SAP – 3 Invites	100%	3
Pioneer GmbH – 5 Invites	60%	3
Frankie One – 28 Invites	96.43%	27
Individual Profiles – 16 Invites	100%	16
Adapt IT & Salesforce	0%	0

Participants	Profile
Product Engineering Lineup – 97%	Product Managers, Product Owners
Implementation Teams – 91%	Implementation managers
Management – 88%	Vice-Presidents, Directors
Sales – 92%	Go-to-Market Sales Teams and Account Executives

• Respondents Profiles are executives primarily from product management, product development and product engineering and respective sales personnel
• AdaptIQ and Salesforce declined the participation for Ethics and compliance concerns

Exploring the Benefits of Business Informatics and Artificial Intelligence

Technology. This word, whether or not we accept it, surrounds us and is playing a vital part in our lives today. As we progress technologically, the real-world is becoming more efficient and well-informed. It has prompted concepts like globalization and change which have provided us humans with multiple opportunities to grow- some examples of which are remote learning and work from home. Thanks to these excellent ideas, the world survived COVID and was so quick to adapt to the new normal. With the immensely strong power that technology holds, it is important that newer generations learn to use it to their advantage and hence become an integral part of the futuristic technological inventions that are in the years to come.



At EIU-Paris, with its foundation so strong in remote learning, we believe in this power of technology and not only in the classroom but also the real-world. We have been quick to adapt to newer ways of teaching which maximizes the learning experience for all our students regardless of their location. EIU-Paris, while already being in sync with technology, has also always been motivated to teach students real life skills and applicative thinking which involves keeping up with the most efficient online tools. With these objectives in mind, we embarked on yet another insightful venture in the launch of an extremely informative book titled 'advances in business informatics empowered by AI & intelligent systems'.

This book's primary objective lies in simplifying and explaining the importance of technological advances which can be used to a particular business's advantage. Today, technology is required at every stage in the businesses functioning to its promotions and could even be used for decision making. With such heavy reliance on technology, the importance of this book is almost self explanatory as it aims to make businessmen more tech-savvy and grow their businesses while using technology as a powerful tool to success. The book includes the viewpoints and perspectives of many sectors like healthcare, education, aviation and transportation which truly gives a more holistic understanding of the concepts it discusses.

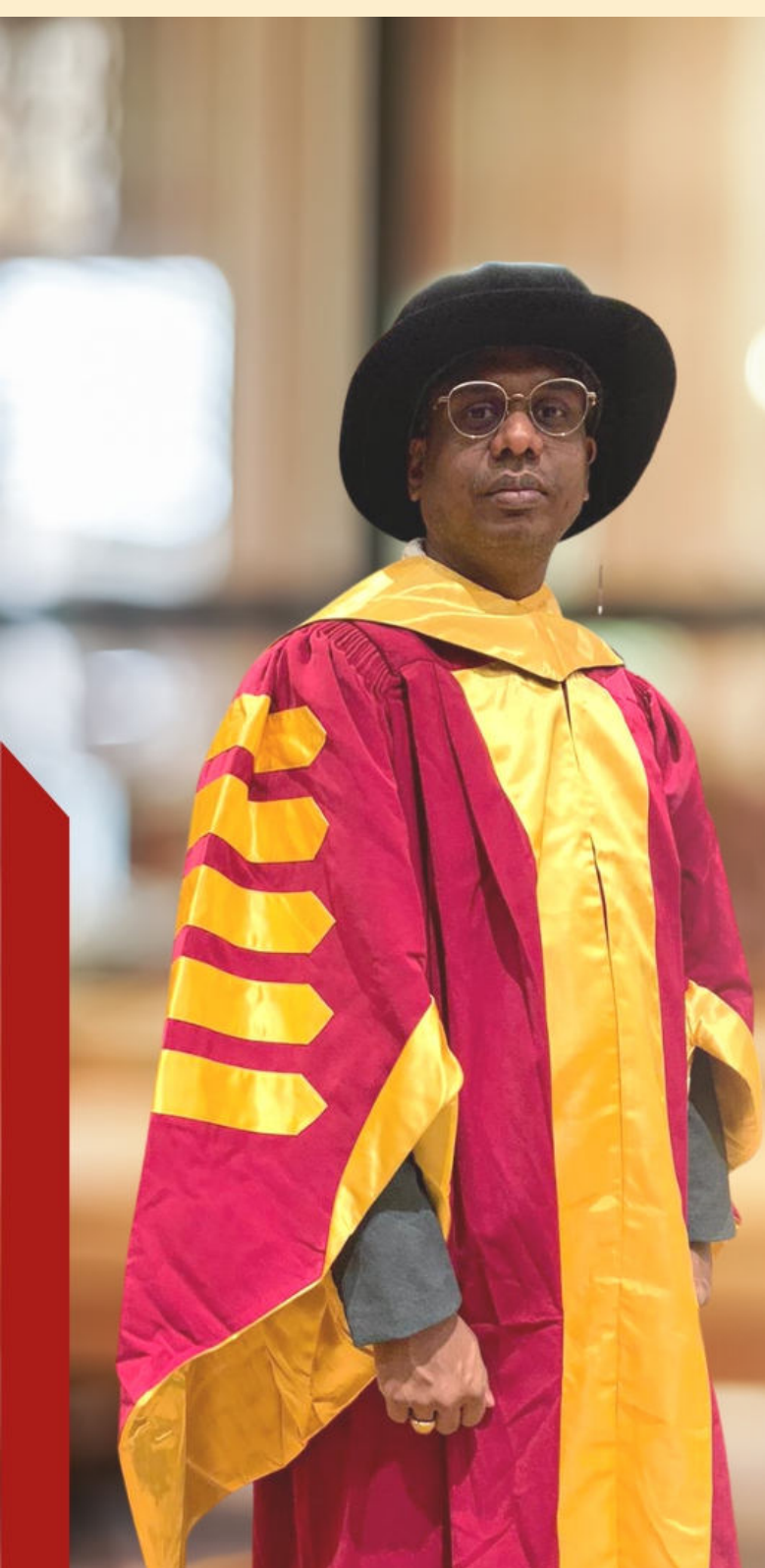
The book includes plenty of real life examples like COVID-19 being the catalyst towards digital transformation and artificial intelligence in the Indian banking sector. This further makes it a great report for researchers and analysts as well who could get important simplified information through the chapters of the book that discuss matters in great detail. One read would allow the understanding of the importance of and convenience that lies in technological tools for business informatics which includes collecting, organizing and managing information.



With EIU's vision that has always held technology with high regard, this book is an exciting and important milestone in our journey to educate budding entrepreneurs and businesses about technological advances. It stands as evidence to our objectives in educating people across the world and has surely fine-tuned our interests and understanding of business informatics and its connection to technology. The ideas portrayed in the book, as we hope, are an important 21st century lesson that are building our future pathways towards technological success.

Graduation Day Speech by Prof. Dr. Edward Roy Krishnan

*Prof. Dr. Edward Roy Krishnan #eiuparis ; Class of 2023;
Graduation speech – 18 March 2023 – KUALA LUMPUR, MALAYSIA*

A photograph of Prof. Dr. Edward Roy Krishnan, a man with glasses, wearing a black mortarboard and a red and gold academic robe. He is standing in front of a blurred background of a building.

Ladies and gentlemen, distinguished guests, it is my pleasure to stand before you today on this special occasion, the EIU-Paris convocation event organized by Mapletree Academy. I want to begin by expressing my gratitude to Ms Priya Ramar, the Chairperson, and Dr Kumaresan, the Managing Director, for putting together such a brilliant event to celebrate the professional and academic achievements of our graduands.

But I must confess that I have a problem. You see, I don't know you and you don't know me. And that's a problem because it means we may not be fully present for each other. We may pretend to listen while our minds wander elsewhere. So let's bridge that gap by starting with a smile. Turn to the person next to you and give them the biggest smile you've ever given in your entire life. It costs nothing, but it is more powerful than electricity. It has the power to connect people.

Now, I want to talk about two types of people you may encounter in your life. The first group dominates conversations and talks a lot about themselves, their achievements, and their worth. They have a sense of insecurity that drives them to prove their value to others. They talk and talk because they feel the need to prove a point. The second group is different. They are listeners who are keen to hear about others, their experiences, and their achievements. They are thoughtful, attentive, and empathic. They leave positive, lasting impressions on those they listen to.

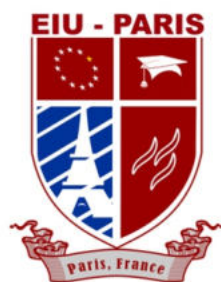
Which group do you belong to? Take a moment to reflect on this. For me, since a young age, I've been more interested in others, in understanding them, in getting an insight into their lives, and in hearing their ideas. Similarly, at EIU-Paris, we focus on listening to others and providing for their unique learning and growth needs. This is how we forge meaningful relationships with our students and other stakeholders.

And it is these relationships that matter most in life. When everything is said and done, it's the relationships we build over time that truly matter. The phenomenal growth, progress, and achievements of EIU-Paris, such as QS star ratings, accreditation renewal, and world ranking, are all due to the kind of genuine relationships we've built with all stakeholders.



So my message to each graduand here today is this: consider belonging to the second group of people, the listeners who focus on genuine and meaningful relationship building. Be yourself, continue learning, and continue growing, not to impress others, but to experience genuine personal and professional growth. In so doing, you will forge truly deeper and more meaningful relationships with your family, friends, colleagues, and others.

*Thank you, and congratulations to all our
graduands!*



EUROPEAN INTERNATIONAL UNIVERSITY, EIU- PARIS

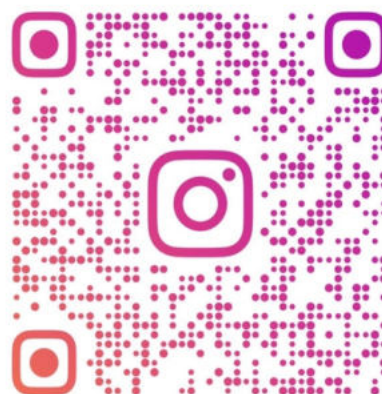
Learn Anywhere. Anytime. Affordable.

PROGRAMMES

offered :

Postgraduate Diploma
Bachelor of Business Administration
Bachelor of Education
Master of Business Administration
M.S. in Innovation Education &
Technology
Master of Science in Mental Health
Psychology
Practitioner's Doctorate
Honorary Doctor of Business
Administration
Professional Doctoral Certificate
and many more...

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CONTACT US:

+33-144-857-317

+33-607-591-197

www.eiu.ac

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