



**EAST BRIDGE
UNIVERSITY**
PARIS, FRANCE

BUSINESS & MANAGEMENT



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About East Bridge University (EBU)



East Bridge University is a global higher education institution that offers online and affordable degree programmes, diplomas, and certified courses to all. Tailored to suit the changing needs of the 21st century, our programmes are a unique blend of robust theoretical knowledge and real-world practical exposure. We aim to **empower adult learners and professionals with the best industry-specific courses** that enable them to navigate the dynamic and ever-evolving professional landscape seamlessly. At East Bridge University, we greatly foster critical thinking, analytical skills, and leadership qualities among our students.

East Bridge University is **legally incorporated in Paris** and has received authorisation from the Rector's Office of the Paris Academy, which is under the jurisdiction of **the Ministry of National Education**. This prestigious recognition positions EBU as a legitimate, respected, and independent distance learning institution.

What Makes Our Programmes Unique?

-  Find work-life balance with our online, flexible programmes.
-  The course is endorsed by global partners and education bodies.
-  Gain a deeper understanding of the functional disciplines of your profession.
-  Get the opportunity to conduct action-based research work, solving real-world challenges.
-  Enhance your career prospects by earning academic credentials.
-  Be able to promote positive change and growth in your industry.
-  Become an industry expert and thought leader in your field.
-  Open your doors towards doctorate-level academic pursuits.
-  Address real-world problems with a strong academic understanding.



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Our Mission and Vision

Mission: Empowering learners to thrive in the dynamic and ever-evolving professional landscape through life-long education and personal growth, while embedding environmental responsibility, inclusion, and ethical leadership across our teaching, research, partnerships, and operations.

Vision: We are committed to cultivating a community of lifelong learners who inspire positive change and make meaningful contributions to society. We strive to provide a global space where individuals pursue their passions and achieve professional and personal fulfilment—while championing sustainability, inclusion, gender equity, and ethical leadership; enabling decent work and life-long employability; reducing barriers to opportunity; and building partnerships that translate learning into measurable impact.

Core Values

01

Promote continuous skill enhancement and growth through lifelong learning.

02

Enable professional development and career advancement in the dynamic job markets.

03

Enhance the ability to navigate change through shifts in mindset and knowledge accumulation.

04

Enrich the lives of individuals by providing support in the pursuit of their passions and interests.

05

Foster community engagement that will enable collective growth through knowledge exchange.





Aligning with the United Nations Sustainable Development Goals (SDGs) – Vision for 2025 – 2030

In recognition of our efforts towards building sustainable business practices, affordable education, and fostering an international community of lifelong learners, East Bridge University is dedicated towards the advancement of the United Nations Sustainable Development Goals (SDGs).

As a part of our endeavour to promote sustainable education, life-long learning, community welfare and upliftment, East Bridge University has participated in the Times Higher Education (THE) Impact Rankings, which evaluate institutions based on their real-world contributions to the SDGs.

- ✓ **SDG 1: No Poverty:** Establishing a comprehensive scholarship programme aimed at students facing financial hardship, including working adults with family responsibilities who are determined to pursue higher education.
- ✓ **SDG 4: Quality Education:** Delivering inclusive and practical education that enables individuals to progress in their current industries or transition into new career opportunities.
- ✓ **SDG 5: Gender Equality:** Promoting gender balance across faculty, board membership, staffing, and student demographics, and ensuring that no individual is excluded or disadvantaged due to gender identity.
- ✓ **SDG 17: Partnerships for the Goals:** Proactively seeking collaboration and networking opportunities with other higher education institutions, NGOs, and industry partners to strengthen shared impact and drive collective progress toward the SDGs.





Department of Business & Management

East Bridge University's business programmes aim to empower future leaders by enabling them to create lasting impact through ethical, innovative, and sustainable business practices. Designed to align with global sustainability goals, our programmes blend academic excellence with real-world relevance - preparing graduates to lead responsibly in a rapidly changing world.

We provide online, flexible business programmes at three levels:

Bachelor of Business Administration (BBA)

Master of Business Administration (MBA)

Executive Doctorate (ED)

Doctor of Business Administration (DBA)

Programme Highlights

- ✓ All our programmes are delivered online, enabling students to pursue their academic journey from anywhere in the world and at their own pace.
- ✓ Our programmes are designed to be industry-relevant and dynamic to suit the current professional landscape.
- ✓ Through robust coursework, reflective and research-based assignments, and a capstone project, the programmes perfectly blend theoretical knowledge with real-life practical applications.
- ✓ The programmes enable learners to access a global community of experienced professionals and alumni.
- ✓ Global accreditation organisations and quality assurance bodies recognise and endorse our programmes.

Bachelor of Business Administration (BBA)



East Bridge University, in academic collaboration with **Preah Sihamoniraja Buddhist (PSB) University**, Cambodia, offers a specialised Bachelor of Business Administration (BBA) Programme to deliver a strong business management and administration foundation. This **dual-degree undergraduate programme** equips students with in-depth industry knowledge, preparing them for future business undertakings. Through real-world training and applying academic concepts, students develop theoretical understanding and practical expertise.

Eligibility Criteria

- ✓ A diploma or high-school completion certificate or its equivalent.
- ✓ Prior professional experience or prior learning credits.
- ✓ A basic English Proficiency Level (Studied all subjects in English at High School, or at least 55% of marks in English at High School).
- ✓ Knowledge of conducting basic online research through internet browsing and proficiency in MS Word is desired.

Duration

The duration of a Bachelor of Business Administration is generally 36 months. Our programme Officers will help you throughout the course to complete the course in an accelerated process.



Master of Business Administration (MBA)



EBU offers Accredited Online MBA Degree programmes designed to enhance leadership capabilities and business expertise. We deliver multiple in-demand specialisations, allowing you to tailor your education to your career goals. Our curriculum focuses on strategic management, financial decision-making, global business trends, and innovation. Whether you want to enter the corporate world, advance your current career, or launch your own business, our Online MBA Courses provide the tools and knowledge to succeed.

Specialisations

- MBA in Sales & Marketing Management
- MBA in Logistics & Supply Chain Management
- MBA in Project Management
- MBA in Environment, Health and Safety Management
- MBA in Education Administration and Management
- MBA in Learning and Development
- MBA in Business Administration
- MBA in Human Resource Management

Duration

The duration of a Master of Business Administration is generally 24 months. Our programme Officers will help you throughout the course to complete the course in an accelerated process.

Eligibility Criteria

- ☒ Recognised Bachelor's Degree in any field, or any equivalent degree.
- ☒ A basic English proficiency level (Studied all subjects in English at High School, or at least 55% of marks in English at High School).
- ☒ Prior professional experience, or prior learning credits.
- ☒ Knowledge about internet browsing, online research skills, and proficiency in MS Word.



Executive Doctorate (ED)



Executive Doctorate programmes offered by East Bridge University are higher learning and career advancement courses geared towards working professionals looking to take on senior and leadership roles. We offer a wide range of industry-relevant specialisations for our Executive Doctorate programmes.

Specialisations

- Accounting
- Advertising
- Business Studies
- Commerce
- E-Commerce
- Economics
- Applied Management
- Business Management
- Healthcare Management
- International Business
- Learning & Development
- Management
- Sales & Marketing
- Tourism Management
- Occupational Health and Safety
- Human Resource Management
- Design Thinking and Innovation Management

Eligibility Criteria

- ☒ Recognised Bachelor's Degree or Master's Degree in the relevant field of study.
- ☒ It is generally preferred that any candidate pursuing an Executive Doctorate programme has a minimum of 10 years of professional experience.
- ☒ A basic English Proficiency Level (Studied all subjects in English at High School, or at least 55% of marks in English at High School).
- ☒ Knowledge about internet browsing, online research skills, and proficiency in MS Word.

Duration

The duration of an Executive Doctorate is generally 36 months. Our programme Officers will help you throughout the course to complete the course in an accelerated process.



Doctor of Business Administration (DBA)



A Doctor of Business Administration (DBA) is a professional degree aimed at working individuals with considerable experience who want to expand their career scope and emerge as thought leaders in their respective fields. A DBA is one of the highest qualifications in the business world. East Bridge University offers two pathways for completing its DBA degree programmes.

DBA by Research

DBA by Publication

Who is Most Suited for a Doctor of Business Administration Programme?

Doctor of Business Administration is perfect for individuals already working in the industry who have considerable expertise and are now looking to enhance their careers and gain a deeper understanding of their particular professional fields.

It is ideal for Senior Executives and people from Senior Management of organisations who are willing to hone their practical skills and professional experience by developing new business strategies and models through research and academic study.



East Bridge University's Memberships:



Association to Advance
Collegiate Schools of
Business (AACSB)



Continuing Professional
Development (CPD)



British Quality Foundation
(BQF)



European Association for
International Education (EAIE)



European Council of Leading
Business Schools (ECLBS)



E Learning Quality Network
(ELQN)



Association for Teacher
Education in Europe (ATEE)



European Society for
Research on the Education of
Adults (ESREA)



Accreditation Council for
Business Schools and
programmes (ACBSP)

East Bridge University's **Accreditations:**



European Agency for Higher
Education Advancement
(EAHEA)



Education Quality
Accreditation Commission
(EQAC)



EDU.INT - INTER-
GOVERNMENTAL
ORGANIZATION



International Association for
Quality Assurance in Pre-Tertiary
& Higher Education (QAHE)



International Education
Accreditation Council (IEAC)



OTHM Qualifications



Mercosul Accreditation
Agency (MACCA)



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