

The ACT MBA Program

ACT

AMERICAN COLLEGE *of* THESSALONIKI





a
chance
to
advance

Chair's Message



At ACT, we consider our MBA program to be a promise to our participants. A graduate program in Business should offer all the credentials to prepare our graduates for today's marketplace: an ever-changing, unpredictable and risky environment. For our graduates, this is going to be the place where in the future they will work, grow, develop and implement their ideas and skills. The MBA program at ACT offers an integration of the academic and professional resources necessary to help navigate through this dynamic business landscape.

Our faculty combines theory with practice across the range of business activities: finance, management, HR, marketing, strategy, leadership and operations, to name a few. What is more important, our faculty brings along their personal experience from the real world both at a global and at a regional level.

Our graduates are men and women who are eager to take on the challenge and reach their full potential. Our alumni make up a diverse network and constitute a guarantee of the school's top reputation in the greater region. Thessaloniki, on the other hand, is the meeting point of the Balkans, a vibrant business hub full of cultural and recreational activities, making it a unique choice for your MBA.

We know that altogether this is going to be an unforgettable experience for you and look forward to welcoming you to our MBA program.

Nikolas Hourvoulidis, Ph.D.
Chair



About ACT



The American College of Thessaloniki (ACT) is the tertiary division of Anatolia College, an institution with a long and prestigious history that dates back to 1886.

ACT is accredited in the United States by NEASC (New England Association of Schools and Colleges) through its Commission on Institutions of Higher Education. In addition to ACT having full NEASC accreditation, the undergraduate programs delivered at ACT are also validated by The Open University, UK.

ACT has also been granted a license by the Greek government to operate as a private post-secondary educational institution ("College").

ACT's comprehensive undergraduate curriculum leads to Bachelor's degrees in Business (with 4 Concentrations), Business Computing, International Relations and English (with 2 Concentrations).

Moreover, the college offers a Master's in Business Administration (MBA) with concentrations in Banking & Finance, Entrepreneurship, Management, and Marketing in the Digital Era.

ACT also offers an extensive need and merit-based financial aid program.

The American College of Thessaloniki



Why the ACT MBA

Why students choose the ACT MBA:

A U.S.-FULLY ACCREDITED MBA

The only MBA Program in Northern Greece accredited by the New England Association of Schools and Colleges (NEASC), the same agency that accredits Harvard, Yale, MIT and Brown.

PROFESSIONAL EQUIVALENCY

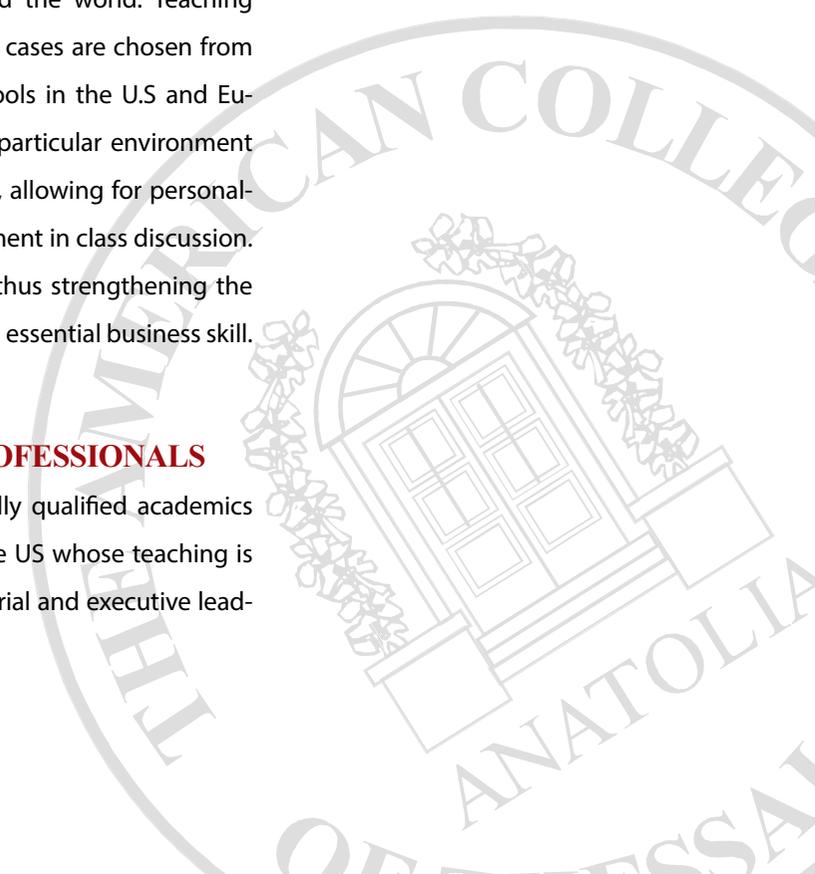
Professional Equivalency of MBA graduates: According to law 4093/2012 and subsequent regulations (FEK 229/19/11/12 and 3324/12/12/12), degrees awarded for post-graduate programs of studies by colleges that are accredited by international organizations (including NEASC, ACT's accreditation body), are eligible for recognition of professional equivalency to those degrees awarded by the Greek standard system of higher education. This has been in effect since December 12, 2012.

QUALITY EDUCATION

Critical assessment of real situations and the application of taught principles ensure a cohesive understanding of current problems faced by businesses around the world. Teaching methods are heavily case-based; most cases are chosen from those taught at leading business schools in the U.S and Europe, while others are tailored to the particular environment of Southeast Europe. Classes are small, allowing for personalized attention and substantial involvement in class discussion. Much of the work is done in groups, thus strengthening the program's emphasis on teamwork as an essential business skill.

FACULTY OF SEASONED PROFESSIONALS

MBA faculty members are exceptionally qualified academics and professionals from Europe and the US whose teaching is enhanced by their substantial managerial and executive leadership experience.



What Our Graduates Say



Elke Veenendaal
MBA Class of 2012

"I was also challenged to leave my comfort zone"

For me, the real value of the MBA program was that I was continuously being asked to question, probe and analyze real-life situations, to draw my own conclusions and then to test their validity. This emphasis on the practical application of theoretical knowledge is absolutely crucial for all professionals, regardless of their specialization or sphere of work. I was also challenged to leave my comfort zone, become more adaptable and use the momentum of change to bring about positive results.

Marios Tryfonidis
MBA Class of 2005



"The ACT MBA program gave me the chance to combine educational excellence with a real working environment"

Working in a multinational and highly competitive environment for one of the leading pharmaceutical companies globally and, especially the area of sales, is a constant challenge.

Commencing the ACT MBA program during my first years as a professional gave me the chance to combine educational excellence with a real working environment. Moreover, this combination set the basis for a deeper sense of professionalism for years ahead. MBA group projects further cultivated a strong sense of teamwork and managerial skills, while also strengthening critical thinking and SWOT analysis towards my professional environment. Strong attention to detail and how to become competitive were two elements emphasized, both necessary in order to reach a good level of expertise in my field and gain my colleagues' respect.

Why the ACT MBA

AN INTERNATIONAL STUDENT BODY

ACT's students come from Greece, the U.S., Germany, Austria, Bulgaria, FYROM, Serbia, Russia, Montenegro, Albania, Georgia, Ukraine and Moldova among others.

EXTENSIVE PROFESSIONAL NETWORK

MBA students have the opportunity to build ties to the over 10,000 Anatolia and ACT alumni that lead industry and government organizations across the world.

STATE-OF-THE-ART FACILITIES

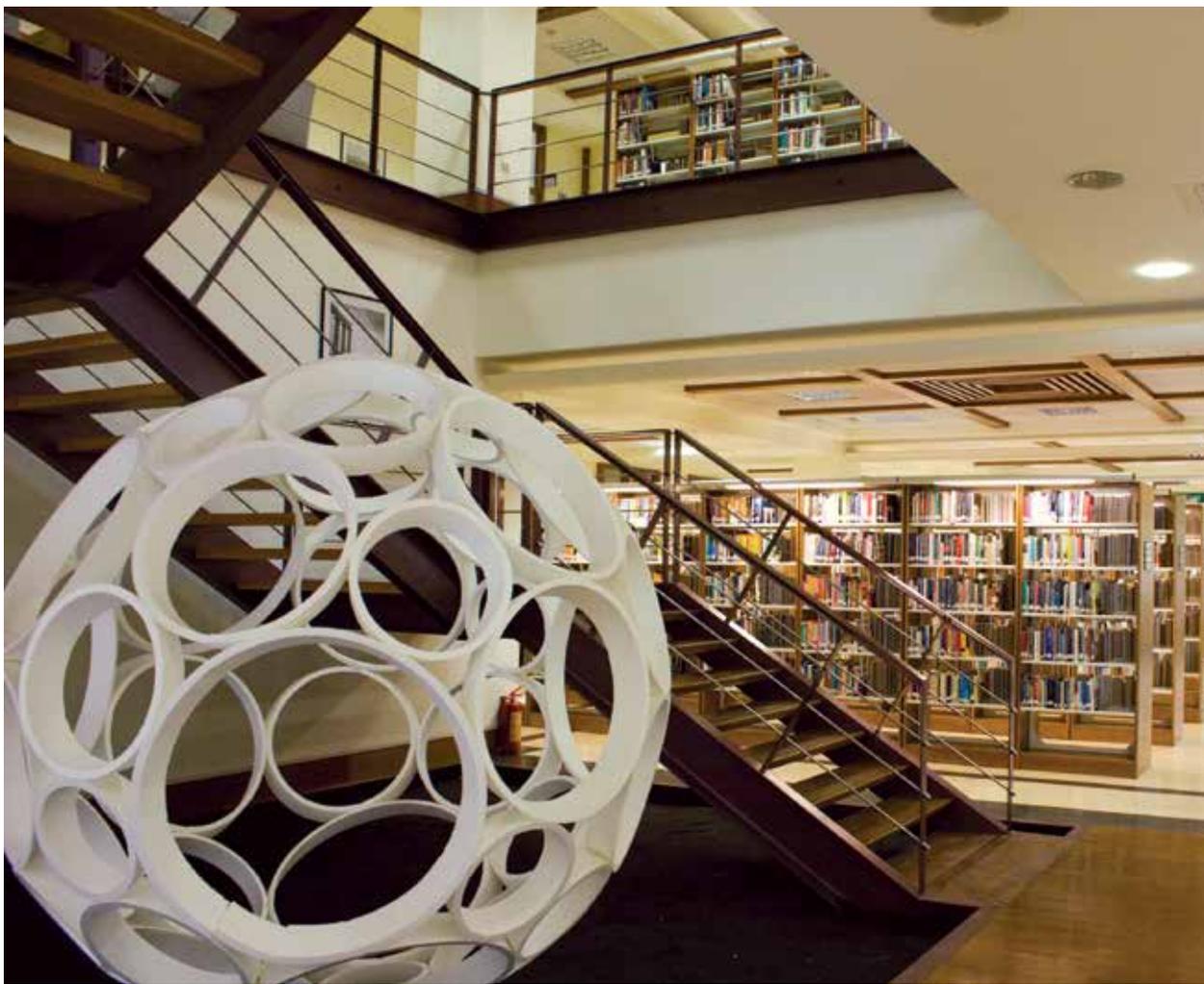
MBA students have access to the latest technology, enabling them to access the school's high-speed network from anywhere on or off campus, take advantage of the MBA computer labs, and benefit from the full multimedia capabilities of classrooms. The 4,500 square-meter Bissell Library, encompassing the Stavros S. Niarchos Technology Center, is one of the most sophisticated private facilities of its kind in Southeast Europe. It is an ideal research environment and serves as the center of the MBA program's activities.

COMMITMENT TO TALENT

Extensive scholarships and financial aid from a variety of public and private sources are available for students with strong academic and professional credentials. For Greek students, program costs can also be covered through the contribution of the Manpower Employment Organization of Greece (OAEΔ/AAEK).

HANDS-ON BUSINESS EXPERIENCE

MBA coursework is supplemented by an array of opportunities for students to use their knowledge in practical settings, giving a breadth of experience not found in the classroom alone. Projects, consultancy, events and site-visits place MBA students into the business community during the course of their studies, equipping them with real-world knowledge and contacts they can use right away, as well as in the future.



The Program

The MBA program at the American College of Thessaloniki will give you:

- *a comprehensive understanding of contemporary business theories and practices*
- *enhanced capabilities and skills in analytical program solving, decision-making, communication, critical thinking, teamwork and leadership*
- *the practical tools needed to succeed in local, regional, and international business careers*

Program Structure

The 48-credit program comprises 15 courses followed by an "Integrated Case Study." Courses are taken in 4 quarters (October through June). Each term lasts 7 weeks during which classes convene 6 times (3 class

meetings per month). Classes are held in the evenings to accommodate working professionals. Participants in ACT's MBA program may choose one or more of the following program concentrations:

- ***Banking & Finance***
- ***Entrepreneurship***
- ***Management***
- ***Marketing in the Digital Era***





Concentrations

Banking & Finance:

The Banking & Finance sector is dominant in most modern economies, especially in the ones in the greater area. Our B&F concentration offers up-to-date information and knowledge of all contemporary developments and trends in the industry. Our faculty comes with many years of real-world experience, preparing the students for what the market needs today. Our graduates can work in the greater financial industry, including banks, consulting, insurance companies, brokerage firms, investments as well as their own companies using their financial knowledge. This is a challenging concentration for those interested in the core business of finance in today's globalized markets.

Entrepreneurship:

ACT has realized long ago the significance of Entrepreneurship in all aspects of the business world. Led by professionals, this concentration of ours is designed to offer all the necessary stimuli for those who are in search of a new business idea and help them design and implement it in the real world. Our independent Entrepreneurship Hub further supports and promotes such ideas, by offering a bridge between an idea and its practical application. Participants of this concentration are fascinated by the wide range of options available in the market and most of them proceed with producing their own entrepreneurial and innovative project.

Management:

The significance of strategic Management remains unquestionable, especially in today's ever-changing business environment. Our purpose is to offer to the participants of this concentration a round education paired with professional experience that will later help them manage and consult, acting as managers either at a company or at their own company. Our faculty boasts deep knowledge of the region's individual business characteristics and risky parameters and adapts international experience to the needs of our students. Graduates of this concentration can serve from a wide range of professional positions, from consulting to project management.

Marketing in the Digital Era:

Traditional Marketing has given its place to Digital Marketing: evolution in technology has reshaped the stage in marketing as a business function. ACT has adjusted its marketing concentration to the current needs of the marketplace by offering an academic and practical combination of today's Marketing. Our students are taught by real professionals who bring in class the current trends and promote the numerous options of creativity that technology can offer. Graduates of this concentration can work in all places of the marketing, promotion and advertising industry, fully employing their skills and potential.



Anastasia Ballamaci
MBA Class of 2009

"Challenge everything!"

The demanding faculty made me realize that being an MBA graduate would be my competitive advantage in the business world. I was shy as an undergraduate student, but the MBA leadership and organizational behavior courses helped me fine-tune my communication skills. Now, I present my work to upper management with vigor and confidence.

ACT led to my profound professional growth and instilled in me persistence in working towards short and long-term goals. What I learned there is now my personal motto "Challenge everything!"

Lambrianos Nikiforidis
MBA Class of 2010

"My days at ACT were an important milestone to my subsequent path"

Completing the MBA program at the American College of Thessaloniki was one of the best decisions of my academic life. I was able to attend a graduate program based on an American curriculum and accredited in the United States, combined with the convenience and affordability of living in my hometown. My days at ACT were an important milestone in my subsequent path, pursuing a PhD in Marketing at Syracuse University in the United States. My current research aspirations focus on consumer behavior. The knowledge I gained in my MBA is an important foundation for my doctoral studies and for my professional goal, which is to work in academia. I still look back fondly upon the days I spent at ACT, the friends I made there, and the guidance and advice my professors offered me. We still keep in touch, even though I'm far away from home.



The Course Schedule

Quarter 1 Courses

- Managerial Accounting
- Applied Statistics for Business Decisions
- Leadership Communication Skills
- Management Information Systems

Quarter 2 Courses

- Organizational Behavior
- Marketing Management
- Corporate Finance
- Managerial Economics

Quarter 3 Courses

- International Business
- Organizational Leadership and Change
- Strategic Management
- Operations Management

Quarter 4 Courses

Three electives, chosen depending on concentration:

- Small Business
- Entrepreneurship
- Market Research
- Banking: Theory & Practice
- Portfolio Analysis and Management
- Financing New Ventures
- New Product Development
- Global Marketing
- Conflict Management and Resolution
- Applied Business Issues
- Banking: Theory & Finance
- Global Business Management
- Creative Thinking
- Essentials of Working Capital
- Financial Markets and Instruments
- Globalization and Corporate Strategies
- Strategic Management of Technology
- Innovation Management
- The Political Economy of the European Union and Corporate Challenges
- Greece and South Eastern Europe: Economics, Finance and Business Opportunities
- Branding in the New Digital Era
- Strategic Brand Management
- Digital Marketing Strategy
- Consumer Behavior
- Branding Communications & Digital Analytics





Collaborations & Enrichment

MEET THE CEOs

Events are organized to bring students into direct contact with leading executives from local, regional and international organizations. Discussion topics focus on candid analysis of current business issues: market conditions, economic development, venture capital and finance, technology transfer, and leadership enhancement.

PAPPAJOHN NEW VENTURE BUSINESS PLAN COMPETITION

Sponsored by John Pappajohn and Equity Dynamics Inc., the Pappajohn New Venture Business Plan Competition is intended for students with an interest in starting their own business. Five (5) seed grants in the amount of \$5,000 each are awarded to the top five business plans submitted and presented in the competition.

OTHER BUSINESS COLLABORATIONS

Our utmost goal at the Anatolia School of Business at ACT is to pair academic with professional experience. Surrounded by numerous companies of various sizes, from small firms to multinationals, we expand our cooperation to the marketplace in order to create the necessary bridges between the two worlds. The business environment is more challenging than ever, both for existing as well for new firms. Under this context we have set a new goal to establish robust long-term relationships with firms, by exchanging ideas, organizing events and conferences, offering internships and even awards to our business students. On a list that keeps on growing, ACT has already signed such cooperation with firms from various sectors, such as MLS (technology & consumer products), HellasFin (investments & finance), Admine (marketing & advertising) and a Germanos franchisee (telecommunications & consumer products). In an ongoing effort to offer the best for our student body and graduates we are always in the process of enriching our business partners in a mutually beneficial relationship.



Dr. Matthias Pickl
MBA Class of 2005

*"ACT was an exciting time for me!
The MBA definitely helped me to land a job with General Electric"*

In summer 2003 I came to Thessaloniki, and a visit to ACT made me instantly say "wow" to the campus, faculty and American style education. Upon graduation two years later I was fully equipped with an internationally recognized MBA, comprehensive business skill set and motivation for a truly global management career. I was hired by General Electric as a Regional Commercial Manager in Milan, Italy, with a focus on modelling and marketing gas power plant service agreements with energy corporations all over Europe.

Today, after further earning a PhD in Energy Economics from University of Vienna, I have built my career as an international energy industry manager and proven energy markets professor. ACT was certainly the kick start to an international management career and, above all, I found friends and colleagues to whom I will be connected for life.

Joanna Leontarakis
MBA Class of 2006

"I explored opportunities that would have otherwise gone unnoticed"

Thanks to the ACT community, which was extremely supportive and also highly inspiring, I have changed and evolved, exploring opportunities that would have otherwise gone unnoticed. ACT has provided me with the strong foundation I needed to take my career to the next level. In looking at both my short and long-term goals I feel that my MBA degree was essential to my advancing both personally and professionally. I am now a challenger and a doer, passionate for quality and success thanks to ACT.

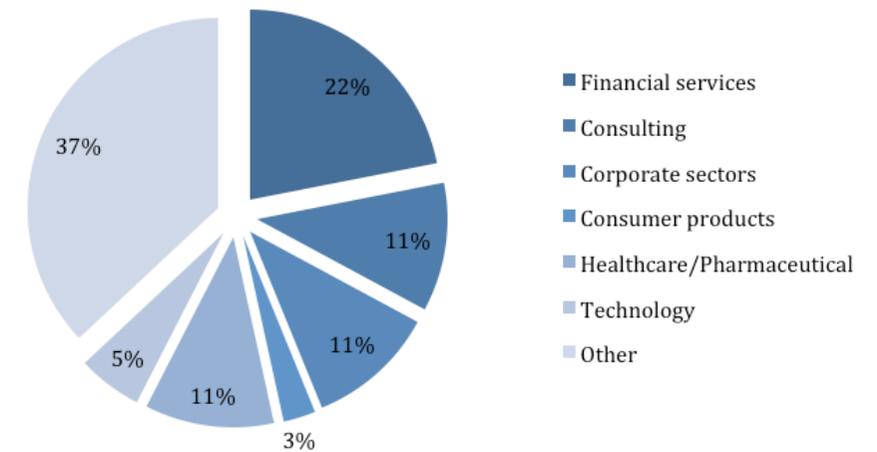


MBA by the numbers

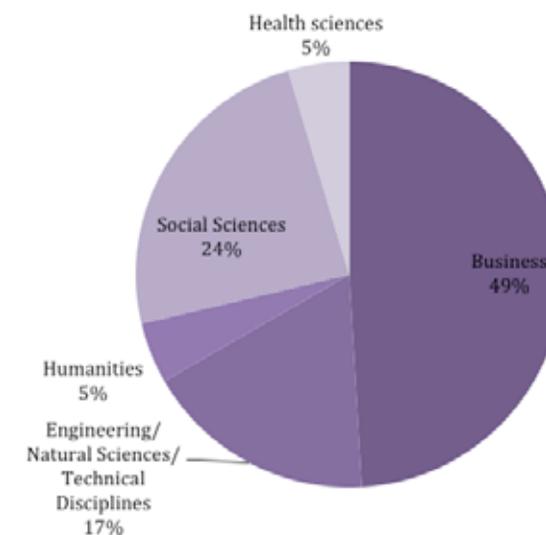
Through ACT's Business Liaison & Career Services Office, the MBA program provides a full range of support services for all students and alumni. Through workshops, seminars, events and individual counseling, the office puts a priority on personalized attention tailored to meet individual needs. ACT maintains contact with

companies and organizations of the highest caliber throughout Greece and the Balkan region to help you build your professional network and set your career path on the right track. The graphs below show MBA placements through the years and the MBA candidates' undergraduate degree.

MBA PLACEMENTS

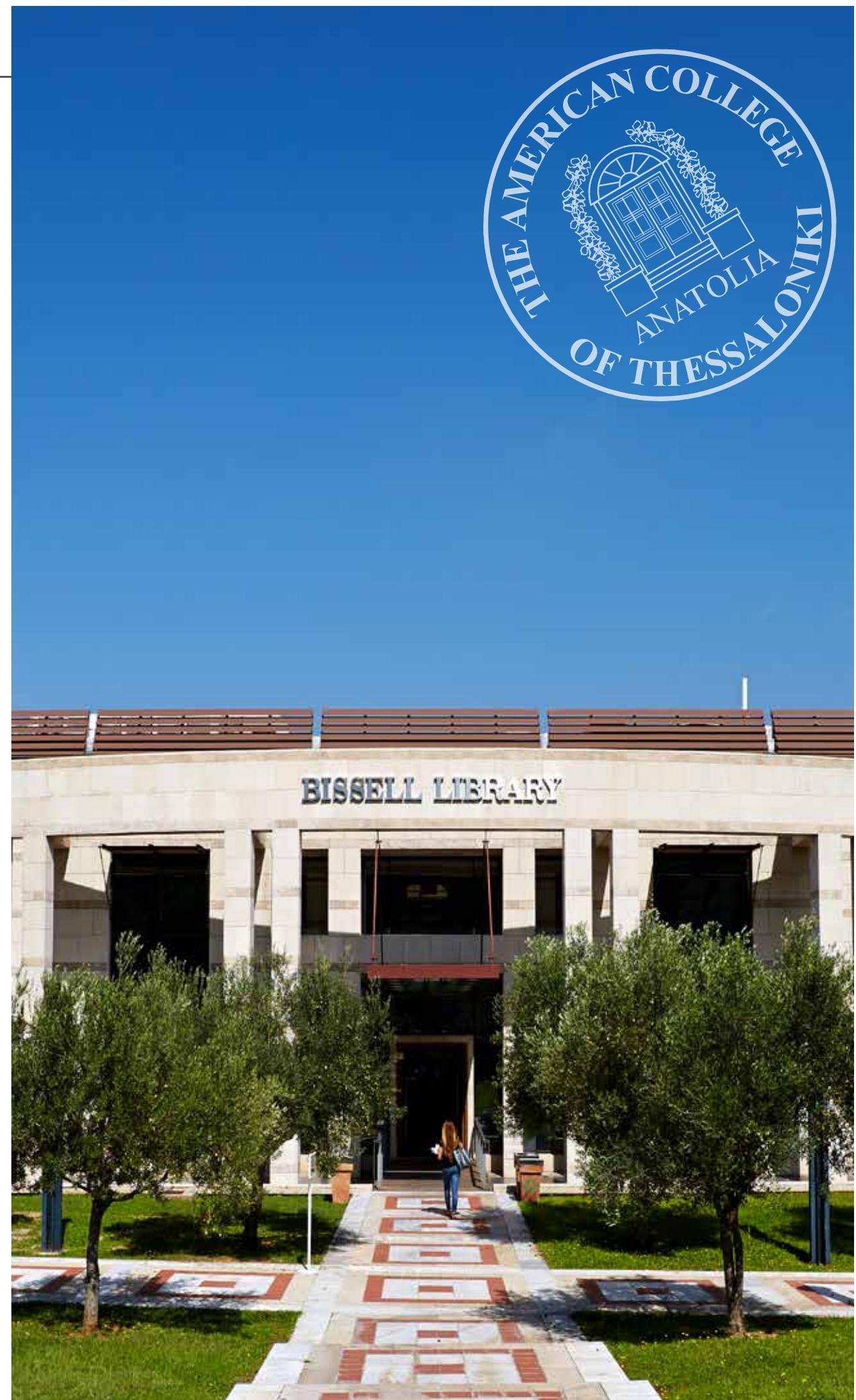


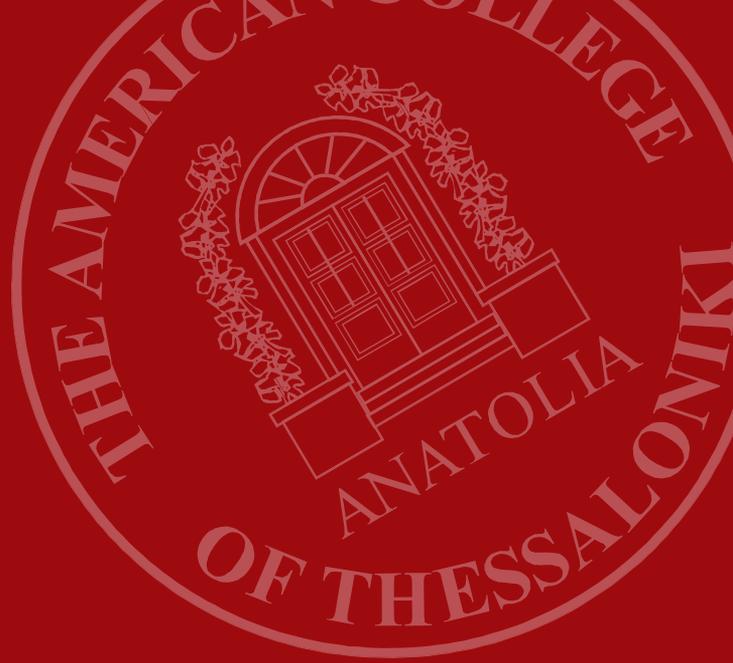
UNDERGRADUATE DEGREE



List of Regional Employers, MBA Graduates 2003 - 2013

ActionPharma Creations	Lamaplast
Albanian Factoring Services	Liberty Global
Alpha Bank Albania	Macedonia Hotels S.A.
Alpha Bank Greece	Maersk Logistics
Alpha Bank Serbia	MakeMeUp (Cyprus)
American-Hellenic Chamber of Commerce(AmCham)	Mavrogenis S.A.
American College of Thessaloniki	Merck Pharmaceuticals
Anatolia College	Ministry of Defense FYROM
ASSA Group	Montenegro Electrics
Astra Zeneca	Municipality of Korce
Attica Bank	Nabucco Gas Pipeline
Bank of Cyprus	Navigant
Berlin-Chemie	OikoSin (Canada)
Bio-Iatriki	PeloPack Corp.
Black Sea Trade & Development Bank	Pepper Magazine
BMW Corporate	PepsiCo Greece
Bovin Winery	PharmaServe Lilly
Caprari Hellas	Porcelana
Center for Climate Change	PractoCat
Chrysostomos Architects	ProBank
Credit Agricole Albania	ProCredit Bank
DelHaize	PWC London
ELTRAK	Raiffeison Bank
Energiers S.A.	Rialto
Eurobank	Sani Resort
EuroClear Bank (Brussels)	Shiftboard
Eurofast (Skopje)	Skopsko Inc.
EuroSchools Net	SnapOn Business Solutions (London)
FarCom S.A.	TNT
Fruktana Ltd.	To Proto Frontistirio
Glass Studio	TT Post Bank
GPS Trading	UNESCO
HSBC	Utrip Tours
IASI Hygiene	Vojvodjanska Banka
iCap	OΑΣΘ (Organization of Urban Transportation of Thessaloniki)
Jugo Impex, Serbia	





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