



**AIT**

CENTER  
OF EXCELLENCE  
FOR RESEARCH  
AND EDUCATION

Post-secondary Education Center



Innovate  
your way  
to the TOP

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# Master in **MANAGEMENT OF BUSINESS INNOVATION & TECHNOLOGY (MBIT)**

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Strategically manage innovation & entrepreneurship  
for a successful international career  
in a fast moving ICT driven world



The MBIT tackles critical challenges in managing innovation in a globally competitive business environment and addresses the Information and Communication Technologies (ICT) industry's increasing demand for individuals who can combine technical expertise with business skills.

It focuses on three critical competencies: strategic management, innovation management, and techno-economic value analysis of new products and services, placing equal emphasis on how to analyze business situations and implement suitable action plans.

MBIT Alumni are employed in companies such as: Microsoft, OTE, Intra-com Group, BP, hol, Eurobank, Cyta, Wind, Ernst & Young, Ericsson, PWC, TT Bank, Deloitte, Ericsson, Dun & Bradstreet, among others.

## Participant Profile

MBIT is a unique Master program that provides participants with the background and skills necessary for a successful international professional career as executive managers in the ICT industry. It is ideal for those who wish to develop critical strategic management skills, those who need to exercise leadership and decision making under technological and market uncertainty, and /or those who are responsible for the commercialization of technical advances and innovative ideas.

To enter the program, prospective attendees must hold at least a first university degree, as well as have at least two years of proven work experience.

The duration of the course is 12 months for full-time students and 24 months for part-time students.

## Application Procedure

A complete application folder should include the following documents:

1. Application Form: the standard application form may be obtained either from the AIT website at [www.ait.gr](http://www.ait.gr) or the AIT Admissions Office
2. Academic Transcripts
3. Curriculum Vitae
4. Two Recommendation Letters
5. Certificate of competence in English. Minimum acceptable language qualification is the Cambridge First Certificate in English, or a satisfactory TOEFL score, or their equivalents.

The application evaluation procedure may include a personal interview with an AIT faculty member.

Participants will be able to:

- identify key technological trends and disruptive technologies in the ICT industry
- evaluate the potential of and develop a complete new service or product business plan
- manage new service or product production from early phase to mass market acceptance and implementation
- plan for the next generation product in the context of the overall corporate strategy

## Startup Lectures Series

The AIT Startup Lecture Series is a year-long seminar that takes place in the context of the MBIT program and is open to anyone interested in startups and innovation. During the Lecture Series called "Meet the Leaders", & "Steps to Success", prominent figures from the Greek startup ecosystem join AIT and share their stories, their experiences, and ideas, thus aiming to inspire attendees to start their own innovative initiatives.

Openfund, Pinnatta, Taxibeat and first Athens are only a few examples of successful Greek startups, who are already presented at AIT.



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## Curriculum

The MBIT program is structured around four Core and four Elective courses, the latter chosen from a wide range of available options. It includes a "Meet the Industry" series of lectures, in which students have the opportunity to learn and interact with top level managers from various sectors of Greek and international markets, and to participate in an Executive Training Course on Leadership & Negotiations, offered by AIT in collaboration with Harvard University. The program concludes with the implementation of a final graduate project on technology management.



Harvard Professor B. Mandell lecturing MBIT students

Courses	Fall Semester	Spring Semester	Summer Semester
Core	Innovation Management & Entrepreneurship	Strategic Management	Graduate Project
	Accounting & Finance	Strategic Marketing of Services & Products	
	Business Economics		
Mandatory Executive Course		Harvard Executive Course on Negotiation	
Elective	Market Perspective of the Information & Communications Technologies (ICT) Industry	Techno-Economic Value Analysis	Logistics & Supply Chain Management
	Systems Analysis & Design	Management of Information Systems	Project Management
	Regulatory Framework of ICT	e-Business	ICT Security
	Decision Making & Risk Analysis	Market Risk Management	Human Resource Management & Organizational Behaviour
	Business Research Methods	Technology Policy	Green ICT: Assessing Problems, Policies & Possibilities
		Independent Research I	Quality Management
			Independent Research II
Startup Lecture Series			



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## AIT

AIT is a non-profit, independent technology institute that combines its talented faculty, industry links and partnerships to foster world-class education and advanced research in innovative technologies.

AIT's faculty of internationally renowned professors and industry experts creates an exceptional and nurturing environment for technology research, innovation management and education.

AIT utilizes its state-of-the-art facilities, affiliations with world-renowned universities and range of academic programs and scholarships to offer the finest advanced learning for professionals and executives and first class education and career placement to an internationally diverse group of students from all walks of life.

**Microsoft Academic Search ranks AIT at the top 13% of research institutions world-wide.**



*“Pursuing MBIT has allowed me to expand my knowledge from the commercial higher perspective of telecommunication business through practical projects supervised by business professional high caliber staff, in addition to fine-tuning my communication and presentation skills; all of which has led me to excel and expand my horizon via moving on in my career path to telecom products management. An overwhelming experience. A true career boost! ”*

**Hazem Baramki, MBIT 2012**

*“During the MBIT program I had the chance to work with many professionals from different industries and on interesting projects that helped me develop business practices and strategic thinking, fulfilling my career and personal goals. The support and the level of the faculty and the classmates, provided us with the unique opportunity to foster intellectual development and achieve the needed spectrum of expertise. ”*

**Kostas Fiakas, MBIT 2010**

[www.ait.gr/mbit](http://www.ait.gr/mbit)

19 km Markopoulou Ave. 190 02 Peania

T: +30 (210) 668-2841 [admissions@ait.gr](mailto:admissions@ait.gr)

