



UNIVERSITY OF GOTHENBURG
SCHOOL OF BUSINESS, ECONOMICS AND LAW



Gothenburg Executive MBA 2026–2028



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Gothenburg Executive MBA 2026–2028

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The Executive MBA Programme at a glance

START DATE

Oct 1, 2026.
Part-time education
over 21 months.

APPLICANTS

For managers in
the private or public
sector with a prior
academic degree.

WORKLOAD

Thursday–Saturday
every third week
(on average) in
Gothenburg.

RESIDENCIES

Two Asian residen-
cies in India and South
Korea, 5 days each.

DEGREE

Master of Business
Administration 60
ECTS (60 hp) granted
by the University of
Gothenburg.

TUITION

SEK 545 000
excl. VAT

GU Executive Education AB reserves the right to changes in the programme content without prior notice.



Professor Måns Söderbom
Dean,
School of Business, Economics and Law

Sound decisions in times of high pace of change

We live in times where it seems that the pace of change is higher than ever before and that the conditions for business and public sector activities are becoming increasingly complex and challenging.

Driven by a multitude of interrelated factors, such as new applications of AI and digital technology, sustainability challenges, geopolitical tensions and increasing regionalisation, changes of all magnitudes are becoming more unpredictable. As the pandemic and the wars in Ukraine and in the Middle East suddenly erupted, they triggered supply chain disruptions, volatile energy prices and – in the case of Covid-19 – a dramatic spike in inflation. Even for experts, it is becoming more difficult to anticipate these events or predict how they will unfold. The realities of managers and leaders are more contradictory and paradoxical than ever, sometimes even challenging our personal value systems. You cannot predict the future but need to be able to prepare for it.

A programme designed for change

The Executive MBA pro-

gramme at the School of Business, Economics and Law at the University of Gothenburg is a programme designed to provide perspectives and tools for managers facing an increasingly uncertain global context.

Our Executive MBA participants are already experienced leaders as they return to school to prepare their next individual career step. Investing considerable amounts of time and money, their expectations are very high, indeed.

Our advanced Executive MBA programme, close to research and with a high societal relevance is designed to meet these expectations. Participants get an in-depth update on the latest management research findings, and we make sure to combine academic rigour with practical relevance, applied continuously in module assignments and in a final thesis. Let me also underline the global outlook, fundamental to

our Executive MBA programme design: nearly 50% of the lecturing faculty are from partner universities worldwide, some of whom our participants will meet during two residencies at leading universities in Seoul and Bangalore.

Triple Crown accreditation

We are proud to have been the first business school in Sweden to be awarded the so-called Triple Crown accreditation, joining an exclusive set of 139 business schools worldwide, who hold accreditations from AMBA, AACSB and EQUIS. The accreditations confirm our strengths, that we are active in the international arena and that we make sure to continuously develop as the world around us evolves.

To learn more about our Executive MBA programme, I invite you to study this brochure. I do hope it will inspire you to join the programme!



Gothenburg, Sweden was once one of the world's largest shipyard cities during the 1970s. However, the death of shipyards in the following decades caused the city to undergo a major transformation. Although there are still traces of the industry in the living harbor areas of central Gothenburg, the city has managed to adapt and change. Today, it is a vibrant and dynamic place, with a rich history and a bright future.



The latest and up-to-date evidence-based practises delivered by leading researchers



By attending our Executive MBA programme you will benefit from the competence and resources at the University of Gothenburg. With more than 58 000 students, it is one of the major universities in northern Europe.

The 38 research departments cover most scientific disciplines, making it one of Sweden's broadest and most wide-ranging higher education institutions. From an international perspective, the University of Gothenburg is a comprehensive institute with cutting-edge research in a number of dynamic research areas. We work together in international collaborative projects with academic partners across the globe and we also develop strong links with the corporate world and society at large.

Year 2000 Nobel Prize in Medicine

The departments conduct research across a range of scientific disciplines, from medicine and biotechnology to mathematics and business administration. We are particularly proud of our Year 2000 Nobel Prize in Medicine awarded to Professor Arvid Carlsson for his research explaining the role of dopamine in the brain.

The School of Business, Economics and Law

The School of Business, Economics and Law, one of eight faculties at the University of Gothenburg, is famous for corporate relations and international outlook. We do not only study established companies but also devote research into innovation and entrepreneurship.

Prepare business leaders

The School offers ten Master's programmes taught in English. Our Executive Education programmes help companies accelerate change, develop new capabilities and seize new opportunities. We have delivered an Executive MBA programme since 1977. The programme undergoes continuous evolution to prepare business leaders for future challenges.

Improve your interaction with Asia

The Executive MBA programme includes two separate five-day residencies in Asia at our partner universities the Indian Institute of Management in Bangalore (IIMB), and Yonsei University, Seoul, South Korea. Once on-site you will gain a deeper understanding of the geopolitical, business and cultural behaviour in these two countries, similar to Europe

in some areas and dramatically different in others. Your insights acquired will form a valuable new backdrop to your own business and to your own leadership.

Meet international thought leaders

The Executive MBA programme is delivered in English with a broad international faculty. Inspiring lecturers from our partner universities bring their insights on all the different facets of management to the participants. The School itself has a total of 285 researchers and, in addition, several visiting professors conduct research and teach at our premises.

Learn while working

You expect the learning process to be adapted to your needs – and so it is. Sessions take place Thursday to Saturday at an interval of three weeks.



Professor Arvid Carlsson (1923–2018).
University of Gothenburg Nobel Laureate, 2000

Equipping the leaders of tomorrow with the right mindset

The world continues to develop at a rapid pace and the market characteristics of individual countries and regions are changing with it. For leaders equipped with the right mindset and tools, new, exciting opportunities are constantly created. Our Executive MBA combines Nordic strengths, such as innovation and CSR, with insights on the evolving business logic of emerging markets, while focusing on developing leadership, management and decision-making in times of constant change.

Combining academic rigour with practical relevance

Participants get an in-depth update on the latest management research findings, and we make sure to combine academic rigour with practical relevance, applied continuously in module assignments and in a final thesis. Or as our Dean Måns Söderbom puts it:

“Our Executive MBA participants are already experienced leaders as they return to school to prepare their next individual career step. Investing considerable amounts of time and money, their expectations are very high, indeed. Our advanced Executive MBA programme, close to research and with a high societal relevance is designed to meet these expectations.”

The re-emergence of Asia

During the next decade, consumption in emerging markets is expected to more than double as people increase their disposable income and continue to escape poverty. By 2030, it is estimated that the countries of Asia will make up two-thirds of the global middle class*. This constitutes a market eager to consume products and services from companies who can meet their demands. We are witnessing the re-emergence of China, India and other populous Asian countries at the forefront of the world stage. What will the implications from this global shift be for the already established economies of the world?

The Nordics – a track record of innovation

The Global Innovation Index 2025 ranks Sweden as the world's second most innovative country, after Switzerland. Three of the top ten countries are Nordic, making our part of the world one of the most innovative. This follows from a long tradition of openness towards, and exposure to, international competition and where innovation has been a necessity to stay internationally competitive. Today, companies such as AB Volvo, Volvo Cars, ASSA ABLOY, IKEA, SKF, and Spotify are well-known global brands. Complementing these, the Gothenburg area has become a world-class hub for a number of creative businesses within the life-science and fashion industries, as well as gaming industries.

As Asian countries continue to grow and develop, their role in shaping the future of the world will only become more important.



Gothenburg, at the centre of the Nordics, is a world class hub for creativity, business and technology.



Meet your academic programme director: Managing in a world of constant change



Assistant Professor Fredrik Lavén is our programme director of the Executive MBA 2026-2028. Fredrik Lavén works as a researcher and teacher within business administration and particularly management and organisation studies. His research interests concern organising, innovation, strategy and organisational change. Several of his studies have specifically focused on the relationship between plans and action in organising.

“In an environment, where change is perceived as the only constant, managers are often referred to rather simplistic, ‘quick-fix’ management models and fads that, once implemented, seldom lead to meaningful and sustainable change. The Executive MBA programme is designed to provide deeper insights into the complexity and dynamics of contemporary business, where few parameters remain static for long.”

The tension between China and Taiwan already has significant implications and far-reaching effects on the global economy. The situation is complex and fluid, and companies will need to closely monitor developments and plan for potential disruptions.





Since the ChatGPT launch in Nov 2022, AI has triggered a rapid transformation of businesses and state operations worldwide. Beyond generative AI systems, advances in machine learning, robotics, and predictive analytics now power automation, logistics, finance, healthcare, and energy optimization. Governments leverage AI for defense, infrastructure, and public services, while managing new security, privacy, and ethical challenges.

The Yemeni Houthi terrorist attacks on cargo ships in the Red Sea, which started in late 2023, continue to have a disruptive impact on global supply chains. Rerouting vessels around the Cape of Good Hope adds 10 days and 40% to the fuel cost for Asia-Europe freights. Threats from terrorists, as well as the impact of wars in Ukraine and in the Middle East emphasize the need for companies and states to maintain contingency plans.



Proud to be part of the 1% with Triple Crown accreditation

The School of Business, Economics and Law at the University of Gothenburg is accredited by AMBA, EQUIS and AACSB. This prestigious “Triple Crown” accreditation represents the highest international standards of achievement in academic business education. Only 139 business schools world wide are Triple Crown accredited – approximately 1,0% .

An internationally recognized programme

Triple Crown accreditation assures that all your efforts will be invested in an academic international top-quality programme and that your future degree will indeed stand out. This exclusive group of schools includes, among others, London Business School, Antai College at Shanghai Jiao Tong University, INSEAD in France and Copenhagen Business School.

Accreditation is also proof of that the School’s courses, programmes, research and collaboration with corporations, public bodies and other academic institutions all maintain an internationally high quality. The accreditation confirms our strengths, that we are active in the international arena and that we make sure to continuously develop as the world around us evolves.

About the accreditations:



EFMD Quality Improvement System

The leading international system of quality assessment, improvement and accreditation of business schools

The School obtained its first EQUIS accreditation in 2004 and was re-accredited in 2009, 2014, 2017 and in 2022. EQUIS assesses the whole institution and has a strong focus on governance and strategy, research, internationalisation, ethics, responsibility and sustainability and collaboration with the business community. There are currently over 228 EQUIS accredited business schools around the world.



AACSB International

Provides quality assurance to over 1,850 member organizations and more than 950 accredited business schools worldwide.

The School obtained its first AACSB accreditation in 2016 and was re-accredited in 2022. AACSB International assesses programmes but accredits institutions. AACSB focuses on governance, mission, faculty qualifications and learning. There are more than 1 050 AACSB accredited business schools around the world.



AMBA

The global standard for all MBA, DBA and Master's degrees, currently accrediting programmes from the top 2% of business schools in more than 75 countries.

The School obtained its first AMBA accreditation for its Executive MBA programme in 2013 and was re-accredited in 2016 and in 2021. AMBA accredits MBA programmes and the assessment is based on the quality of the education, the curricula and the interaction with the participants. There are approximately 295 AMBA accredited business schools around the world.



A global faculty with local perspectives

Our dedicated faculty consists of lecturers and academics from across the globe. With this group of carefully selected international lecturers, the Executive MBA programme provides insights underpinned by global research. The faculty members are known for their commitment and their ability to engage with the participants. Below are some examples of our eminent faculty:

Viktor Appelgren

Business IT Lab, University of Gothenburg, Sweden

Prof. Jessica Bagger

College of Business Admin, California State University, Sacramento, USA

Prof. Suresh Bhagavatula

Indian Institute of Management, Bangalore, India

Asst. Prof. Johan Brink

School of Business, Economics and Law, University of Gothenburg, Sweden

Prof. Andreas Diedrich

School of Business, Economics and Law, University of Gothenburg, Sweden

Trevor Durnford

Certified Professional Facilitator (Master), Facilia Consulting, Sweden

Assoc. Prof. Åsa von Ekensteen Löfgren

School of Business, Economics and Law, University of Gothenburg, Sweden

Asst. Prof. Nanna Gillberg

School of Business, Economics and Law, University of Gothenburg, Sweden

Assoc. Prof. Marta Gonzalez-Aregall

School of Business, Economics and Law, University of Gothenburg, Sweden

Dr. Bowman Heiden

Executive Director at the Tusher Strategic Initiative for Technology Leadership, University of California, Berkeley and Director at the Center for Intellectual Property (CIP), Gothenburg, Sweden

Prof. Il Im

Yonsei University, Seoul, South Korea

Prof. P.D. Jose

Indian Institute of Management, Bangalore, India

Prof. Han-Kwon Kim

Yonsei University, Seoul, South Korea

Prof. Katarina Lagerström

Dept. of Business Studies, Uppsala University, Sweden

Asst. Prof. Fredrik Lavén

School of Business, Economics and Law, University of Gothenburg, Sweden

Göran Lindsjö

Advisor on AI Transformation, Helsingborg, Sweden

Assoc. Prof. Anders Lundgren

Facilia Consulting, Sweden

Dr. Pernilla Lundqvist

Partner EY, Stockholm, Sweden

Dr. Lasse Lynchell

Stockholm School of Economics, Sweden

Prof. Johan Magnusson

Dept. of Applied IT, University of Gothenburg, Sweden

Prof. Ulf Petrusson

School of Business, Economics and Law, University of Gothenburg, Sweden

Prof. Lidija Polutnik

Babson College, Boston, USA

Prof. Roger Schweizer

School of Business, Economics and Law, University of Gothenburg, Sweden

Prof. G. Shainesh

Indian Institute of Management, Bangalore, India

Prof. Vasanthi Srinivasan

Indian Institute of Management, Bangalore, India

Prof. Mirosław Staron

Dept. of Applied IT, University of Gothenburg, Sweden

Prof. Ashok Thampy

Indian Institute of Management, Bangalore, India

Asst. Prof. Rebecka Tolstoy

School of Business, Economics and Law, University of Gothenburg, Sweden

Dr. Robert Wentrup

School of Business, Economics and Law, University of Gothenburg, Sweden

Deputy Prof. Pontus Wärnestål

Halmstad University, Sweden

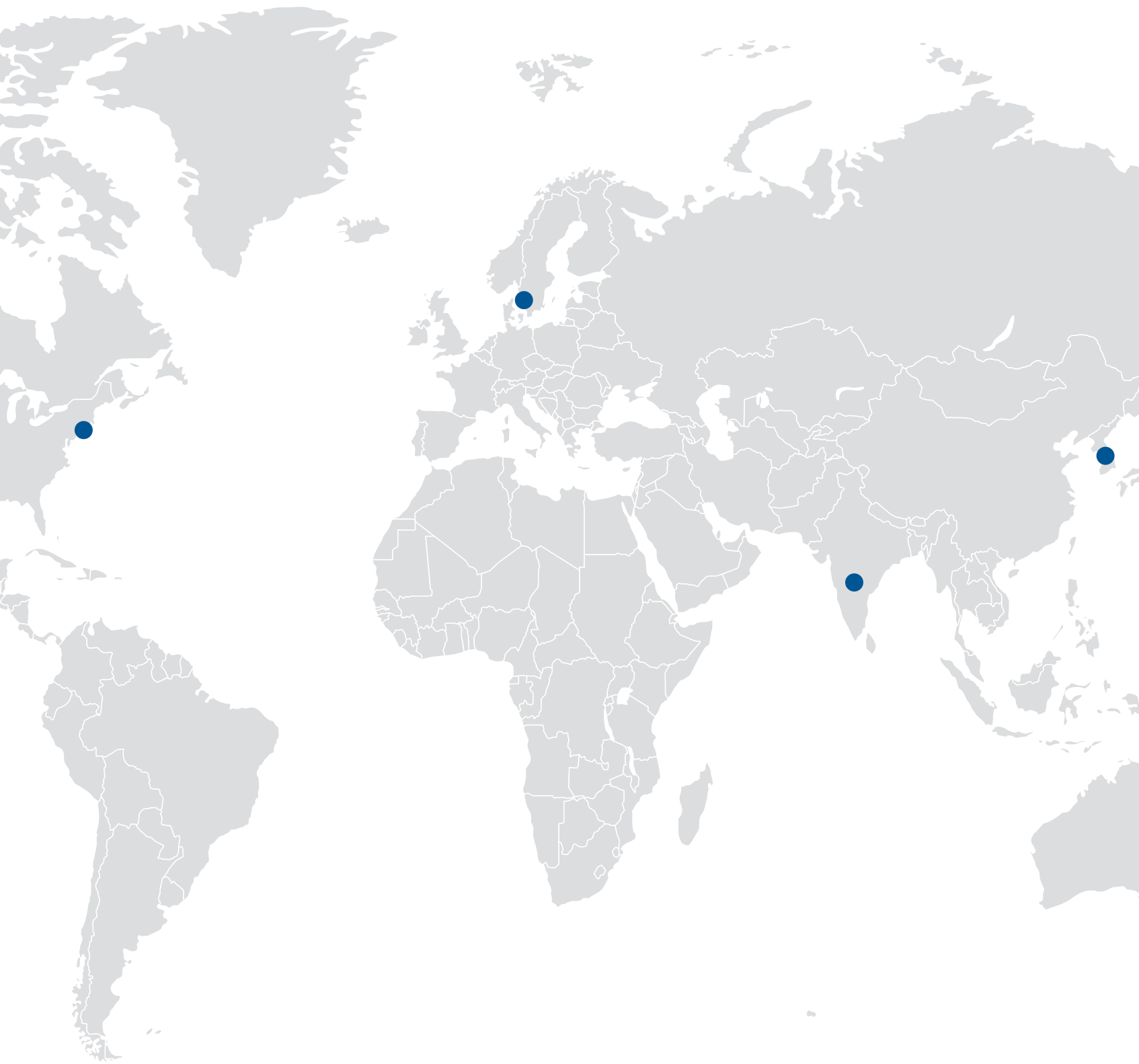
Prof. Niklas Zandén

School of Business, Economics and Law, University of Gothenburg, Sweden

Asst. Prof. Johan Åkesson

School of Business, Economics and Law, University of Gothenburg, Sweden





Don't take it from us, take it from our sponsors



Jenny Wahlstedt
Manager Financial Concepts & Finance Academy
SKF Sweden



Niklas Berg
CEO
Vitec Energy

“The Executive MBA is more than an education. It’s an experience that fosters personal growth, strategic thinking, and a broader perspective on global business. It challenges the participants to develop and gain new insights. The program has been appreciated by SKF employees since many years, recognizing the value of merging the perspectives of academia with business. At SKF, leaders are expected to develop themselves, others and the business. The Executive MBA is a great opportunity to elevate professional growth.”

“With customers in over 30 countries, we operate in a highly demanding environment. The Executive MBA programme equips our team with the skills to excel—making strategic decisions, building strong teams, and staying competitive. The programme has been highly appreciated by our employees, boosting engagement across the organization. We aim to continue these investments to drive both personal and business growth.”

The Executive MBA programme is an investment in time and money. The reward is a solid return for the participant, as well as for the sponsoring organisation. In a literal sense, it's the best of two worlds. A true win-win. Below are some of our sponsoring companies over the years.



Göteborgs
Stad



LATOUR



essity



Glamox

Liseberg

3M



VÄSTRA
GÖTALANDSREGIONEN



VITEC

AP2

Andra
AP-fonden

AstraZeneca





Wayne Brailsford
Executive Director
AstraZeneca



Julia Vasilis
Chief Strategic Officer
Liseberg

“The experience of the Executive MBA is extremely rewarding. It helps you understand better the workings of the business, and the thinking behind decisions taken. The Executive MBA gives you a networking opportunity and you will build friendships and contacts for life, which will be beneficial for your carrier. The Executive MBA helps develop your carrier, open doors to new opportunities, in a way not possible without having this education.”

“Historically, Liseberg has been a workplace where our employees stay for a long time. But in an increasingly competitive labour market, it is not enough to just offer a spectacular work environment, we must find other ways to retain our talents. An Executive MBA is a great way to challenge and develop our high-performance employees and prepare them for larger tasks within our organization.”



Meet our Executive MBA alumni



"The programme has actually profoundly changed the way I view our business. It has helped me to better understand business challenges and how to better prevent them from arising in the first place."

Anna Appelqvist
Founder & CEO, belarteSTUDIO
Class: 2016–2018

"It has been a fantastic journey, professionally as well as personally and I have truly enjoyed the (very) hard work and all the fun we've had! I'm very grateful for all new insights and experiences but what I bring back most of all is the amazing network of people and all the perspectives you have shared along the way!"

Sandya Lang
Chief Sustainability Officer, Nudie Jeans
Class: 2022–2024



"The graduation ceremony marked the culmination of a transformative 21-month journey characterized by hard work, outstanding lectures, and enriching exchange programs at universities in Asia. This experience has been nothing short of life-changing."

Lars Johnson
Maritime Pilot, Sjöfartsverket
Class: 2022–2024

“The people you study together with are experienced managers, which raises the level in the classroom. Even though we have different backgrounds and work in different fields we all share the drive to excel and move forward.”

Johan Hallenby
Founder & Capital Disruptor, BEDr Capital
Class: 2017–2019

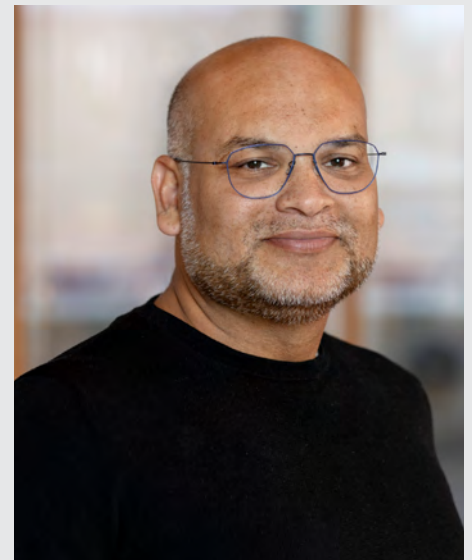


“It has been a wonderful, rewarding, and challenging journey that I shared with my classmates for the last 21 months. Truthfully, it is hard to describe how much this program has meant to me. It has been a time of learning and development on both personal and professional levels.”

Irene Appelholm
Deputy CEO, Vitec Energy
Class: 2022–2024

“This journey has been nothing short of transformative, filled with countless lessons, challenges, and unforgettable moments. I started this Executive MBA because I wanted a network. That’s it. I finished with a giant network, lifelong friends, a changed perspective and a degree.”

Dheeraj Bansal
CEO, Bansal Group
Class: 2022–2024



Programme content

The Executive MBA programme is designed for participants to access the latest management knowledge, to build their skills needed to address the current business challenges and landscape. We also explore the financial, legal and social ramifications of business management in a globalising world as well as how modern leadership can make a real difference in reinventing businesses. Twice during the programme we travel to Asia to obtain an up-to-date new perspective on complex markets in rapid development.

Asst. Prof. Johan Åkesson
School of Business, Economics and Law



First term 2026–2028

From strategy to action

1. Strategic management, October 2026

The strategic management module covers the important analytical approaches that are used to make business strategy decisions and the process through which these decisions are made and implemented. You will exploit learning from lectures and case studies to understand the dynamics of industry structure and competition.

2. Organisational structure and culture, October 2026

Enhances understanding of fundamental perspectives on, and theories of, structures and cultures of organisations and how these need to be aligned with strategy. Acquiring a refined analytical toolbox, you develop the skills to analyse different forms of organisations, and get a chance to test theories against practice.

3. Management accounting, November 2026

Looks at profitability and value-based models and how these link to the operation of the organisation. Covers areas such as company

formation, divisionalisation and decentralisation of economic responsibility. You learn how to monitor core activities through strategic maps and balanced score cards.

4. Qualitative and quantitative methods, December 2026

Provides the main concepts and tools of qualitative and quantitative methods, such as participant observation, interviewing and content analysis as well as sampling and data handling. The module provides insights on how to use these methods in the manager role, and you enhance your abilities to conduct studies yourself and to evaluate studies by others.

5. Change management, January 2027

Provides a framework to manage corporate change by enhancing the understanding of key parameters that drive and resist change. Participants will develop practical skills to implement sustainable change. Using case studies, participants will develop practical skills to manage sustainable change.

6. Entrepreneurship, February 2027

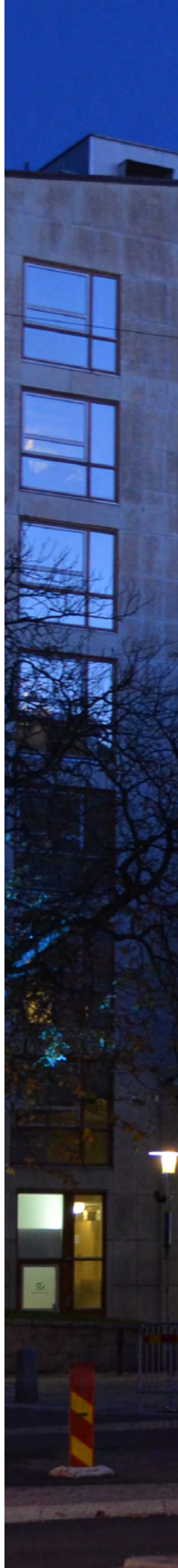
The course introduces methods, tools, and techniques to strengthen the participants' entrepreneurial and intrapreneurial skills. These include themes such as: design thinking, business models, the process of business modelling, and opportunity development and verification.

7. Organisational behaviour and leadership, February 2027 (off-site conference hotel)

Focuses on the structural design and cultural properties of different organisations. This module conveys different aspects of leadership and group dynamics. You evaluate and develop your own and others' leadership by sharing and concluding during joint reflections and feedback sessions.

Reflection on managerial practices

Half-day seminar where an invited senior manager shares experiences and/or a real-life case, connecting to one or more topics covered during the past term.



The Economics Library holds books and journals in business administration, economics, human geography, economic history, law and statistics. The library also holds special collections concerning the UN and the EU.



The higher education in business administration in Seoul, South Korea, is renowned for its excellence and innovation, reflecting the broader high standards of education in Asia. Yonsei University is consistently ranked among the top universities in South Korea and Asia. It has a strong international presence and is known for its global outlook and actively promotes internationalization through partnerships with universities around the world.



8. Accounting, March 2027

The Accounting module provides participants with an overview of different legal requirements affecting financial accounting and enhances understanding for regulation of financial reporting and the issues companies face in the production of financial statements.

9. Corporate finance, April 2027

Gives a strong conceptual foundation for making financial decisions by examining what decisions firms take regarding investment, capital structure and working capital. The module provides you with an in-depth look on how to analyse financial decisions with a value perspective.

Residency in Seoul, April 2027

To promote a global perspective, the Executive MBA programme includes a five-day residency in Seoul.

10. Marketing, May 2027

Introduces fundamentals of the marketing function and its activities in a company. The module stresses the strategic perspective marketing brings to the overall decision-making within companies.

11. Supply Chain Management, May 2027

This module focuses on planning and execution of physical product flows associated with business. Subjects covered include inter-organisational relationships along the value chain, production planning, distribution, logistics service provision and how to mitigate environmental impact of transport.

12. Digital leadership, June 2027

Introduces participants to recent findings from IT governance, digital innovation, strategies, transformation, and disruption. These findings are discussed in order to create an understanding of how IT governance needs to change in order to facilitate digital leadership.

Reflection on managerial practices, June 2027

Half-day seminar where an invited senior manager shares experiences and/or a real-life case, connecting to one or more topics covered during the past term.

Residencies



During the Asian residencies, our participants gain a much deeper understanding of the the business culture and the direction of the development, as well as a richer appreciation of the mind-set of people and businesses where growth and innovation is “business as usual”.



Third term 2026–2028

Renewing business

13. Human Resource Management, August 2027

Taking an international outlook, the module focuses on strategic and functional roles of HRM including topics such as value adding and performing aspects of HRM practices, employment relations and the planning and execution of HR activities. Participants' experiences are analysed, and we discuss the development of HRM from a strategic perspective.

14. Artificial Intelligence, September 2027

Gives an overview of AI concepts and fundamentals including the development in Sweden and internationally. It delves into the technological, business, leadership and societal aspects of AI and AI-driven value creation for business. The module also highlights the importance of human-AI interaction and provides frameworks for assessment and roadmap planning of AI initiatives in an organization.

15. Innovation management, September 2027

Discusses different approaches to the realisation of ideas and developmental ambitions and how one carries out large structural changes and creates conditions for innovation and business renewal. Focus is put on companies' learning and knowledge development.

16. Intellectual property rights management, October 2027

Provides an introduction to the fundamentals of intellectual assets, property and capital from a business context point of view. In particular the concept of the knowledge economy will be discussed in relation to the transformation of industry towards knowledge-based business models.

17. Sustainability, November 2027

During this module, we will explore the idea of CSR in relation to the reality of business. How can companies integrate CSR concerns in their strategies and practices? You will be provided with perspectives on how to understand CSR and how to relate it to your company's business strategies.

18. Environmental economics, December 2027

The course provides participants with evidence-based knowledge on key concepts of relevance for understanding the problems and the mechanisms that drives individuals and firms to act against environmental and social interests, and how behavioral changes among individuals and in business can be incentivized. It also presents tools that can be used to generate a more sustainable future.

Reflection on managerial practises, December 2027

Half-day seminar where an invited senior manager shares experiences and/or a real-life case, connecting to one or more topics covered during the past term.





- Gothenburg is a vibrant and dynamic city that offers a wealth of cultural and culinary experiences. The city is home to a thriving arts scene, with many galleries, museums, and theaters. In addition to its rich cultural offerings, Gothenburg is also known for its strong food culture, with many restaurants, cafes, and markets offering a wide variety of traditional Swedish fare and international cuisine.

Located in India's high technology capital, the Indian Institute of Management Bangalore (IIMB) is a leading graduate school of management in Asia. IIMB is located in close proximity to some of the leading corporations in the country, ranging from information technology to consumer product companies, giving us the added advantage of integrating classroom knowledge with practical experience.



2b

Fourth term 2026–2028

Inspirational leadership and thesis project

Residency in India, January 2028 (Bangalore)

To promote a global perspective, the programme includes a five-day residency in India where seminars at the Indian Institute of Management, Bangalore are combined with company visits.

19. International business and development, February 2028

The course highlights the internationalization process of firms, an efficient management of international firms and cultural dimensions of international business. Further, the course analyses the continuously occurring processes of change in the globalised industry from a historical perspective with innovation theory as a point of departure.

20. Creative leadership, May 2028 (off-site conference hotel)

This module explores how competitive advantage can be built through devoting more time to sustainable leadership. You study ways organisations can facilitate creative thinking through structural design and encouraging leadership styles.

21. Master thesis, March – June 2028

Thesis work is carried out individually or in groups of two under the supervision of instructors from the School. You are expected to apply theories from the programme to practical issues in your professional life. At the end of the term your master thesis is presented for opposition in the Executive MBA group.

Examples of thesis topics

- The motivational factors that drive attendance at Location-Based Entertainment (LBE) events and attractions – such as amusement parks, concerts, and cultural festivals - in an increasingly digitalized society
- Managing unprecedented cost volatility in a traditional commodity industry – a study of factors influencing how pulp is traded in uncertain times
- Digitalisation of product-centric incumbents: why control mechanisms put a brake on digital transformation

Practical information

Formal requirements

All applicants are expected to have a prior undergraduate degree equivalent to 180 ECTS (180 hp). Exceptions are possible. Participants originate from a wide range of educational and professional backgrounds, such as engineering, business administration, medicine, law, architecture, and social sciences.

The programme benefits from having a diverse group. Admission to the programme is based primarily on your professional development after obtaining your undergraduate degree. The more qualified your merits are, the higher priority you will get in the admission process. This is why we stress the importance of including a detailed description of

merits as well as your past and current areas of responsibility in your application.

A minimum of three years of relevant professional experience is required. In recent years, however, successful applicants have had more than five years of professional experience.

Programme start

The programme starts October 1, 2026. The scheduled three-day sessions occur Thursdays, Fridays and Saturdays, normally taking place at three-week intervals. The module examinations are based on individual home assignments and work in project groups of 3–5 people. The programme includes approximately 650 contact hours (i.e. face-to-face hours) and approximately 1 150 hours

of individual work or group projects. The programme includes two intensive residencies at the Indian Institute of Management in Bangalore (IIMB), and at Yonsei University, Seoul.

Costs

The programme tuition fee is 545 000 SEK (excl VAT). The fee includes lectures, supervision, executive coaching, all mandatory study literature and refreshments and lunches on campus. A nonrefundable tuition reservation fee (10%) is required upon acceptance to the programme. The remaining tuition will be paid in two equal installments at the start of the programme and at the start of the second term. The fee does not include travel and

accommodation costs for the two residencies in South Korea and India. There is also two separate three-day off-campus leadership modules in Sweden for which the accommodation and meals have to be paid separately.

Master of Business Administration

Successful completion of the Executive MBA programme will give you an academic degree: Master of Business Administration 60 ECTS (60 hp), awarded by the University of Gothenburg (for all participants holding at least a bachelor's degree when entering the programme). This is celebrated by a graduation ceremony for you, your sponsoring organisation and your closest family members.

Apply for a scholarship

For entrepreneurs: The Knut & Ragnvi Jacobsson Family Foundation

Entrepreneurs with a registered company are eligible to apply for a scholarship from the Knut & Ragnvi Jacobsson Family Foundation, covering the full tuition fee for participation in the Gothenburg Executive MBA programme. In its assessment process, the foundation considers: business acumen, driving force, viability of vision and business idea, level of innovation, and market needs. Established in 2012, the foundation supports skills development for successful entrepreneurs and researchers. The application deadline is July 31. For more information, please visit: www.familjenjacobssonsstiftelse.se.

Göteborgs-Posten Scholarship

The Göteborgs-Posten Executive MBA Scholarship is awarded to an individual with a strong drive for personal development and the potential to contribute to a positive development of both their organisation and the West Sweden region. The scholarship covers the full tuition fee for the Gothenburg Executive MBA programme. It was founded in 2021 by Göteborgs-Posten, in collaboration with the School of Business, Economics and Law at the University of Gothenburg, with the aim of promoting long-term innovation and competitiveness of West Sweden's business community. The application deadline is June 10. For more information, please visit: www.gp.se/stipendium.



Executive MBA Scholarship

Göteborgs-Posten

The exam and graduation ceremony



Executive MBA class of 2022–2024

Celebrate your graduation:

- ✓ Celebrate with family and friends
- ✓ Update your LinkedIn profile
- ✓ Join the alumni network
- ✓ Prepare to get promoted

The alumni network

Upon graduation, you will join our Executive MBA alumni network, which is a professional community for interaction both between members and with the School. Examples of alumni activities are network meetings, seminars and company visits. Alumni also access a worldwide EMBA network and services through a free of charge membership with AMBA – Association of MBAs.



We look forward to hearing from you!



Asst. Prof. Fredrik Lavén
Academic Programme Director,
Executive MBA 2026–2028



Maria Larsson
Customer and Sales Coordinator,
GU Executive Education



Håkan Ericson
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Follow the news and find more in-depth information about
the Executive MBA, www.guexed.com
www.linkedin.com/company/gu-school-of-executive-education-ab
www.facebook.com/GothenburgEMBA

GU Executive Education AB reserves the right to changes in the programme content without prior notice.

Key facts

Programme name:

Gothenburg Executive MBA

Description/focus:

General Management

Language of instruction:

English

Programme format:

Part-time over 21 months, weekend programme every third week (on average).

Overseas recidencies:

5 days at Yonsei University, Seoul, South Korea.

5 days at the Indian Institute of Management

Bangalore (IIMB), India.

Start date:

October 1, 2026

Target group:

Leaders in the private or public sector with an academic degree.

Admission requirements:

Bachelor's degree, minimum of three years of relevant leadership experience.

Application:

Application Form, Letter of Nomination, CV, transcripts of academic diploma, interview (in English).

Tuition fee:

545 000 SEK excl. VAT

Academic Credits:

60 ECTS (60 hp)

Academic Degree:

Master (60 Credits) of Business Administration granted by the University of Gothenburg.

Accreditations:

EQUIS, AACSB, AMBA

Memberships:

AMBA, EFMD, AACSB, PRIME and UN Global Compact

International compliance:

EFMD/EQUAL and AMBA

GU Executive Education (GU ExEd)

The School of Business, Economics and Law, University of Gothenburg and GU ExEd deliver an AMBA-accredited Executive MBA programme, short open programmes, and customised training programmes for internationally-focused companies in the Nordic region. Training is delivered in Sweden and abroad. By designing programmes that combine academic rigour and practical relevance, we develop leaders and executives. The School of Business, Economics and Law at the University of Gothenburg is one of only 139 business schools in the world to be 'Triple Crown' accredited, i.e. holding the three most prestigious international accreditations: AACSB, AMBA and EQUIS. This corresponds to about 1% of the total number of business schools globally.

www.guexed.com

Do you need an application form?

Please download it from our website – guexed.com



UNIVERSITY OF GOTHENBURG
SCHOOL OF BUSINESS, ECONOMICS AND LAW