

## The School of Business, Economics and Law in Gothenburg first in Sweden with AMBA accreditation

The School of Business, Economics and Law at the University of Gothenburg has been granted international AMBA accreditation for its Executive MBA programme. The School of Business, Economics and Law at the University of Gothenburg is thereby the only Swedish business school to have been accredited by the Association of MBAs (AMBA). This guarantee of quality is internationally considered to be the highest level of prestige an MBA programme can get.

"AMBA accreditation is an acknowledgement that our quality work has yielded the desired result. This accreditation guarantees our Executive MBA participants that the programme maintains high quality, and for our participants' employers it demonstrates that they are making a worthwhile investment when nominating their future leaders to our programme", says Per-Olof Larsson, CEO, GU School of Executive Education, currently present at AMBA's international conference in China to receive the award.

"We're proud to be able to offer an Executive MBA programme at an international level. AMBA accreditation strengthens our brand and will benefit us when recruiting students and will increase our opportunities to collaborate with well-reputed business schools and universities around the world", says Professor Per Cramér, Dean of the School of Business, Economics and Law at the University of Gothenburg.



*Per-Olof Larsson (left), CEO of GU School of Executive Education, receiving the certificate for AMBA accreditation from Sir Paul Judge, President of the Association of MBAs (AMBA).*

### Background facts about AMBA

The Association of MBAs (AMBA) is an international independent organisation that accredits postgraduate business programmes at business schools worldwide. AMBA accreditation defines a global standard for MBA programmes and only 207 business schools have thus far received AMBA accreditation, which equals less than five percent of all business schools in the world.

The assessment is based on the quality of the education, curricula and interaction with the participants. AMBA accreditation guarantees that the programmes are of a high standard and reflect current trends and innovations within postgraduate business programmes.

### Executive MBA with focus on Asia

The Gothenburg Executive MBA programme is a part-time international management programme over 21 months, directed towards managers with at least three years' managerial experience. The Executive MBA programme maintains a clear focus on the emerging markets in Asia and includes two separate overseas modules at top-ranked business schools in China and India. The next programme starts in October 2014.

### For further information, please contact:

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### About the School of Executive Education at the School of Business, Economics and Law, University of Gothenburg

The School of Executive Education at the School of Business, Economics and Law, University of Gothenburg has been offering open programmes such as the Executive MBA and tailor-made programmes for the private and public sectors in the global market since 2008. The clients are spread all over the world and courses are held in, inter alia, USA, India, Singapore, Hong Kong, China and Korea. The School of Executive Education designs courses that combine academic rigour with practical relevance, which helps the clients to implement strategies through the development of key employees. <http://www.guexed.com/>