



# MBA IN GLOBAL BUSINESS SERVICES



UNIVERSITY  
OF NEW YORK  
IN PRAGUE



The Hackett Institute  
PROFESSIONAL DEVELOPMENT FROM THE HACKETT GROUP



# GBS MBA: CONTEXT AND MISSION

In the last 5 years ABSL have developed over 200 senior GBS executives through our **ABSL Fusion education programmes**.

As a next step in innovation for the sector we have created a **flagship, academic, global MBA programme** in partnership with global leading providers in the education sector, University of New York in Prague and The Hackett Institute.

The launch of this exclusive and unique MBA in Global Business Services is in line with **ABSL Leader's Vision** 2025 Report to provide our GBS leaders with Global quality education to develop their business career.

Be one of the first to join this cutting-edge programme and create the career opportunity of a lifetime.

**There is only one MBA in the whole world in Global Business Services.**



# | GBS MBA: **CONTEXT AND MISSION**

The programme was created under the ABSL umbrella in partnership with the Global education experts. It is developed from the excellent International MBA programmes by **The University of New York in Prague** combined with the leading global Advanced Diploma in GBS qualification by **The Hackett Institute**.

The GBS Academic curriculum is supported by expert ABSL Fusion sessions led by world class GBS practitioners and experts from ABSL members in the Czech Republic and Internationally.

This programme is designed for ABSL Czech Republic members and provides the highest-level Academic qualification in the ABSL Fusion suite - designed as the natural complement to the highly successful Fusion Professional and Fusion Leader programmes.

"We are bringing ABSL members a unique opportunity to develop their leaders and professionals through a proven blend of **global MBA** teaching and market leading **GBS qualifications**."



**Jonathan Appleton**  
Managing Director  
ABSL Czech Republic

# | GBS MBA: **BENEFITS**



Broaden skills, knowledge and capabilities for current and future roles



Become a subject matter expert within the highly competitive GBS sector



Acquire different working methods



Explore new opportunities



Take your GBS career to the next level



Create a network and gain the recognition of global leaders and industry peers



Learn how to build a GBS organisation

"MBA in GBS brings me the unique ability to merge my own experience with a variety of perspectives of my inspirational peers - students and outstanding professors at UNYP University. Overall it is a great learning curve. So, should you want to be a better leader or simply a better version of yourself, you should really consider studying at UNYP for the MBA."



**Lucie Kroftová**

former Site Lead,  
GS EMEA at Johnson&Johnson  
on Maternity leave

# | GBS MBA: STRUCTURE

The duration of the MBA in GBS is 18 months starting this October. The teaching programme takes place over two weekends a month and is supported by extensive online learning, written assessments and group project work.

## THE PROGRAMME CONSISTS OF:

### **12 UNYP MBA Modules** /live & online/

Business practices in Strategy, Finance, Leadership, Marketing and Entrepreneurship

### **10 Advanced Diploma GBS Modules** /online/

Delivered on the Hackett Institute online learning platform providing strategic insight in to the opportunity advantages that Digital World Class can provide and all the strategic insight required to build a leading edge GBS organisation.

## WITH THE ADVANCED BENEFIT OF:

### **10 ABSL Fusion Sessions**

Hot GBS topics, shared best practices and the latest from the ABSL Event Calendar

"The programme provides you with an end to end understanding of business and moves you forward to the next step of your career."



**Veronika Ben Mansoura**  
Senior Event Operations Manager  
EMEA, Medtronic



# | GBS MBA: CONTENT MAP

## PROGRAMME CONTENT:

### MBA Modules

UNYP

- › Managing People in Organizations
- › Developing Leadership Skills
- › Coaching and Mentoring
- › Financial and Management Accounting
- › Financial Management
- › Managerial Economics
- › Sustainability Leadership
- › Operations Management in the Digital Age
- › Marketing Management
- › Strategic Management
- › Strategic Consultancy Practicum
- › Entrepreneurial Management

Core modules and Electives  
28 weekends Fri-Sun  
Dissertation and GBS projects

### GBS Advanced Diploma

The Hackett Institute

- › Strategic Alignment
- › Analytics & Information Management
- › Service Design
- › Technology
- › Organization
- › Governance
- › Service Partnering
- › Human Capital
- › Service Management
- › Transformation Management

10 Online modules  
60 hours flexible study and tests  
THI advice and support

## PROGRAMME BENEFIT:

### ABSL Fusion Leader Sessions

ABSL

- › GBS global trends and drivers
- › GBS Expanding Scope and Value Added Services
- › Becoming Digital and Innovations in GBS
- › Talent Management and Leadership in GBS
- › Shaping the GBS environment

Live Fusion sessions  
ABSL workshops and Annual Conference  
Fusion GBS resources and benchmarking

# | GBS MBA: OVERVIEW



## PRICE PER DELEGATE

320,000 CZK\*

\*The discounted price is available ONLY to ABSL Members



## PROGRAMME LAUNCH

October



## SIGN UP NOW

At <https://www.absl.cz/mba-in-global-business-services/>



## WHAT DOES THE PRICE INCLUDE?

- › Internationally recognised MBA with US professional accreditation (IACBE)  
Opportunity to Top Up to Masters programme  
MSc and EMCC Coaching accreditation
- › Advanced Diploma in GBS from the Hackett Institute -  
Globally recognised market leader in GBS advisory practices
- › GBS MBA Diploma recognising achievements and leadership in CZ GBS sector

# UNIVERSITY OF NEW YORK IN PRAGUE

**The University of New York in Prague (UNYP)** was founded in 1998 and is offering American and Czech University degrees delivered fully in English from the central European city of Prague. The University holds program and institutional accreditations from MŠMT, BAC, IACBE, CAMBAS. UNYP is also proud of its long-lasting relationships with degree partners the State University of New York and University of Bolton.

UNYP remains one of the largest English language higher education institutions in the Czech Republic. UNYP offers bachelor's, master's and Ph.D. programs as well as the UNYP MBA with a variety of concentrations designed to help all career professionals gain the skills needed to advance their career.

## UNIVERSITY OF NEW YORK IN PRAGUE MBA CONCENTRATIONS:

- › Entrepreneurship
- › Finance
- › Management
- › Marketing
- › **Global Business Services MBA**

"MBA in Global Business Services provides a holistic understanding of markets, companies, people, organisations, and global world in general."



**Sotiris Karagiannis**  
Director of Graduate Studies  
in Business and Psychology  
University of New York in Prague



# | UNYP MBA PROGRAMME EXTENSION

UNYP offers an excellent opportunity to broaden your qualification through the Coaching & Mentoring Course which is a core part of UNYP's MBA program.

## **UNYP COACHING & MENTORING COURSE**

The MBA Coaching and Mentoring course has obtained a five-year accreditation by EMCC, at the Practitioner's level. Upon successful completion of the course, participants will have satisfied the necessary requirements to apply for individual accreditation by European Mentoring and Coaching Council and will be granted coach/mentor status at either the Foundational or Practitioner's level, depending on their prior knowledge and experience.

## **THE BENEFITS OF THE EMCC ACCREDITATION:**

- › Officially-recognised qualification as coaches/mentors
- › Receiving sufficient and proper training that meets high standard of practice
- › The course is an option for all professionals from various industries
- › Theoretical input in coaching and mentoring methodologies such as person centered, positive psychology, cognitive-behavioral coaching, solution focused, and brief coaching
- › Practice as peer to peer coaching, preparation of reflective logs, and supervision
- › 150 hours in total

EMCC started its life in 1992 as EMC and since then exists to develop, promote, and set the expectation of best practice in mentoring, coaching, and supervision globally for the benefit of society.

# | UNYP MBA PROGRAMME

The UNYP MBA is an IACBE-accredited program, offering the prestige of an American accreditation, the challenges, and rigor of a top business program, and the opportunity for current and future leaders to hone their management skills.

The program has been designed for ambitious people who wish to move up through the ranks of their corporation by attaining the necessary theoretical and practical knowledge and become the best possible executive managers.

## LEARN FROM TOP BUSINESS LEADERS STUDYING MBA AT UNYP

Professors teaching in the UNYP MBA programs serve as one of the key strengths of the programs, being both academically qualified and experienced industry leaders and experts. Learn from senior executive managers of companies like Coca-Cola, British Telecom, Volkswagen, Bell Labs, 3M, etc., and from top academics at universities like Harvard and LaSalle, flown in especially for your classes.

Learn more about **UNYP MBA programs**:  
[www.unyp.cz/academic-programs/unyp-mba-programs](http://www.unyp.cz/academic-programs/unyp-mba-programs)



# | THE HACKETT INSTITUTE

**The Hackett Institute** is the professional development arm of The Hackett Group providing professional education in traditional and emerging business areas. The Hackett Institute professional education programs are rooted in both **action and academics**: grounded in real-world implementation experiences and informed by unmatched intellectual property derived from our benchmarking data, proprietary research, and Best Practices Intelligence Center™.

Curriculums enhance the knowledge and capabilities of business professionals and, by extension, their organisations – helping them to apply Hackett-Certified™ best practices that correlate with world-class performance. These programs operationalize professional development and enable both upward and lateral career mobility.

The professional education programs include their **flagship offering, the Certified GBS Professionals** program as well as our stand-alone master classes, designed for specialized professional development, such as robotic process automation and working capital excellence.

The Hackett Institute is proud to have their **Advanced Diploma in Global Business Services** professional qualification as a constituent part of the new MBA in GBS program from ABSL and UNYP.

**For more information** on The Hackett Institute please visit:  
[www.thehackettinstitute.com](http://www.thehackettinstitute.com)



# THE ADVANCED DIPLOMA IN GLOBAL BUSINESS SERVICES (ADGBS)



The ADGBS professional qualification is the highest level offered through The Hackett Institute and is aimed at those people leading Business Services centres and organisations, with the intent of equipping them with the necessary skills and capabilities to deliver strategic excellence and to enable them to drive the organisation towards upper quartile performance.

STRATEGIC ALIGNMENT	1	Strategic Alignment
	2	Analytics & Information Management
SERVICE DELIVERY – PLACEMENT AND PROCESS	3	Service Design
	4	Technology
	5	Organization
SERVICE DELIVERY – ORGANISATION AND GOVERNANCE	6	Governance
	7	Service Partnering
	8	Human Capital
SERVICE AND TRANSFORMATION MANAGEMENT	9	Service Management
	10	Transformation Management

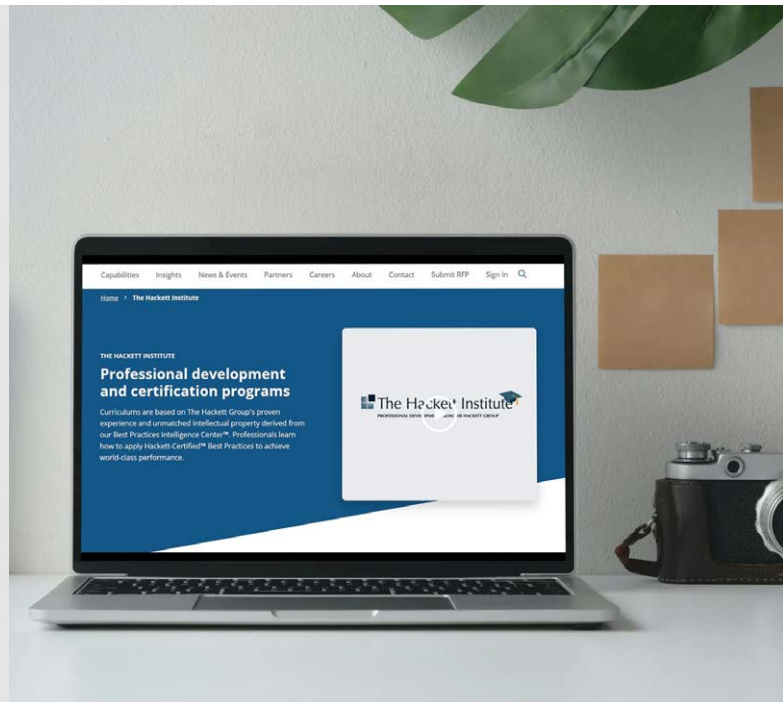
# THE ADVANCED DIPLOMA IN GLOBAL BUSINESS SERVICES (ADGBS)

The ADGBS qualification is delivered entirely online and suggested study time is **50-60 hours**.

**Online assessments** at the end of each course are designed to test the ability to apply learning to evaluate and make decisions or recommendations i.e. going beyond knowledge, understanding and analysis.

“The Hackett Advanced Diploma in GBS course provides an excellent education in global business services, offering comprehensive and up-to-date knowledge in the field. The curriculum is well structured, and the online platform made it easy to access the material in a bite-sized way. Overall, it's a fantastic program that I would highly recommend to anyone looking to advance their career in GBS field.”

ADGBS Graduate





# | ADGBS ROLE MAPPING

The ADGBS qualification is valuable and beneficial for leaders in both Business Services and the wider enterprise.

## EXAMPLES OF SOME OF THE ROLES THAT ARE MOST SUITABLE FOR THIS QUALIFICATION:

LEVEL	ADGBS LEADER	
GENERAL MANAGEMENT	<ul style="list-style-type: none"> <li>› VP/Head of GBS</li> <li>› Shared Services Director</li> <li>› Performance Management Director</li> <li>› GBS Strategy Director/Manager</li> </ul>	<ul style="list-style-type: none"> <li>› Contact Centre Director</li> <li>› Transition Director</li> <li>› Quality/Continuous Improvement Director</li> <li>› GBS Sourcing Director</li> </ul>
FINANCE	<ul style="list-style-type: none"> <li>› CFO/Finance Director</li> </ul>	<ul style="list-style-type: none"> <li>› Financial Controller</li> </ul>
HR	<ul style="list-style-type: none"> <li>› CHRO/HR Director</li> <li>› HR Services Director</li> </ul>	<ul style="list-style-type: none"> <li>› HR Contact Centre Director</li> </ul>
IT	<ul style="list-style-type: none"> <li>› CIO</li> <li>› IT Services Director</li> </ul>	<ul style="list-style-type: none"> <li>› IT Contact Centre Director</li> <li>› IT Infrastructure Director</li> </ul>
PROCUREMENT	<ul style="list-style-type: none"> <li>› CPO/Procurement Director</li> </ul>	<ul style="list-style-type: none"> <li>› Purchase-to-Pay (PTP) Director</li> </ul>

“This new MBA programme will enable us as a sector to develop truly world-class strategic leaders who are able to help our business services organisations continue to move up the value curve and towards upper quartile performance. This new MBA is the perfect addition to the existing ABSL Fusion suite.”



**Ben Hartfield**  
Senior Director  
The Hackett Institute

# ABSL FUSION: DRIVING GBS EDUCATION

## WHAT DOES ABSL STAND FOR?

Association of Business Service Leaders (ABSL) in the Czech Republic was founded in 2013. Our members are companies operating in the Business Services and Business Outsourcing Industry. ABSL Currently represents over 100 member companies, including 26 supporting members providing supportive services to the sector.

## OUR VISION:

We believe that through cooperation the business services can grow, develop and innovate together. Becoming even stronger trusted partners and valued employers.

## LEARN MORE ABOUT US & OUR ACTIVITIES:

[www.absl.cz](http://www.absl.cz)



"We give the business services industry a common voice to help shape its environment and destiny."



**Ota Kulhánek**  
Vicepresident for Education  
ABSL Czech Republic

# | BENEFITS OF ABSL FUSION QUALIFICATIONS

- ✓ Gain recognised international qualifications awarded by both ABSL and The Hackett Institute
- ✓ Learn from business services leaders, centre heads and top experts from the ABSL network and The Hackett Group
- ✓ Gain access to business services insights and analyses
- ✓ Join a strong network of ABSL professionals and The Hackett Institute alumni



"The fusion program was great opportunity to meet my colleagues on the market, learn new things, get important experiences and strengthen the regional network. Our group had a lot of exciting discussions but also a lot of fun and I am very happy meeting my Fusion friends regularly even after program graduation."



**Bohumil Říha**

Member of the Board of Directors  
at ABSL Czech Republic  
Managing Director of Johnson&Johnson  
Global Services in Prague

# | JOIN THE ABSL FUSION COMMUNITY

## PARTICIPATING COMPANIES



"What do I enjoy the most about ABSL Fusion? Different companies, Various businesses, Diverse leaders, THE COMMON GOAL to grow the GBS sector through our people."



**Michal Brož**  
International Capabilities Lead  
at Anheuser-Busch InBev  
ABSL Fusion Graduate 2020



# | A LEADER'S VISION FOR BUSINESS SERVICES

**The focus on delivering higher-value-added services** will require us to bring new capabilities to our centres.

Continuous improvement within the processes, coupled with digitization and automation, greatly reduces the need to support transactional services, yet increases the need to develop new capabilities and skills, with a particular emphasis on new digital profiles.



## READ THE LEADER'S VISION FOR BUSINESS SERVICES IN THE NEW DIGITAL ERA:

This key study created in cooperation with McKinsey & Company and the contribution of 28 Czech business services leaders.



Learn more at  
[absl.cz/leadersvision](https://absl.cz/leadersvision)



# | A LEADER'S VISION FOR BUSINESS SERVICES

## RECOMMENDATIONS FOR GBS HEADS FROM ABSL AND MCKINSEY & COMPANY:

- ✓ GBS companies should collaborate with universities in cultivating and attracting the right talent pool.
- ✓ GBS leaders should take the advantage of ABSL organised education programs that will help them to develop the best professionals and leaders.

## 10 NEW SKILLS REQUIRED TO THRIVE IN A DIGITAL ENVIRONMENT, THAT YOU WILL GAIN FROM THE MBA IN GBS:

<b>AGILITY AND CHANGE ORIENTATION</b> Comfortable with change and shifting priorities, able to deal with ambiguity and uncertainty.	<b>DATA SAVVINESS</b> Ability to analyze and interpret data for key messages and storylines to support business-decision making.	<b>ANALYTICS AND MODELING</b> Ability to perform statistical data analysis using multiple methods, modeling techniques, and associated tools.	<b>SERVICE DESIGN</b> Skilled at customer-centric design of end-to-end processes. Ability to analyze and design process changes that improve customer experience.	<b>TECHNOLOGY SAVVINESS</b> Affinity with and understanding of technology and how to use digital tools to improve service delivery.
<b>CREATIVITY AND INNOVATION</b> Ability to create diverse and novel ideas; curiosity, broad interests, and boldness.	<b>VERSATILITY</b> Possessing an all-around, multi-faceted skill set that can be used to perform a wide variety of jobs and tasks.	<b>CRITICAL THINKING</b> Ability to conceptualize, apply, analyze, synthesize, and/or evaluate information.	<b>BUSINESS ACUMEN</b> Ability to understand key business drivers. Knowledge of factors, priorities, and business demands.	<b>CUSTOMER FOCUS</b> Ability to empathize with IT's internal stakeholders and focus on optimizing and continually improving user experiences.

## | CONTACTS



### ABSL MEMBERS CONTACT

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Education Programmes Manager

ABSL Czech Republic

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Learn more details & Apply at <https://www.absl.cz/mba-in-global-business-services/>

### ASSOCIATION OF BUSINESS SERVICE LEADERS IN THE CZECH REPUBLIC

Jugoslávská 620/29, 120 00 Prague 2, Czech Republic

IČO: 02030489

# | CONTACTS

## UNIVERSITY OF NEW YORK IN PRAGUE (UNYP)

Contact:  
[admissions@unyp.cz](mailto:admissions@unyp.cz)

Learn more about UNYP MBA programs:  
[www.unyp.cz/academic-programs/unyp-mba-programs](http://www.unyp.cz/academic-programs/unyp-mba-programs)



## THE HACKETT INSTITUTE

Contact:  
[bhartfield@thehackettgroup.com](mailto:bhartfield@thehackettgroup.com)

Learn more about The Hackett Institute:  
[www.thehackettinstitute.com](http://www.thehackettinstitute.com)





BUILD OUR **FUTURE.**  
**JOIN** US.

