

Business Case for Participation in the Global Executive MBA Programme

My Motivation

Our company needs leaders with the right blend of hands-on experience, broad management skills and competitive business knowledge to propel our business forward. People with the ability to propel our company forward, motivate stakeholders and take responsibility for the future. The RSM Global Executive MBA (GEMBA) is specifically designed for senior executives like me who aspire to be strategic, global leaders. It is a transformative, personally-customised learning experience that will empower me to lead with greater impact. This programme will allow me to further develop my career path through our company's current and future strategic growth.

Global Executive MBA Benefits

The GEMBA programme incorporates global knowledge through content and experiences enabling diversity in its content, while covering relevant topics, such as managerial decision analysis, corporate governance, corporate finance and strategy in a global arena. The relevance of this MBA degree also extends to developing soft skills such as:

- **Communication** to facilitate greater flow of information between senior management, my staff, and myself.
- **Global Business Understanding** to allow me to further develop our company's current and future strategies.
- **Global Networking** that expands and promotes an awareness of our company on a global scale, whilst connecting to a ready-made global network of influential contacts, which I can link to our company.

Developing as a strategic Leader

The transition into a strategic leadership role often represents a break with the past and a step into practices, routines, and responsibilities that are fundamentally different from those left behind. The Strategic Leadership Development (SLD) track focuses on the development of the skills and attitudes that managers will need to successfully serve as a strategic leader. These skills and attitudes comprise both personal leadership (PL) and a strategic leadership component (SL).

Topics include diagnosing, identifying, and defining problems at a strategic level, developing a vision for the business, translating this vision into strategic objectives, and implementing strategic/C-suite decisions in the future.

Why RSM?

The university is world-renowned for its excellence in the field of management education. I have personally opted for the RSM GEMBA Programme for the following reasons:

- Designed specifically for senior leaders transitioning into C-Suite (or similar) roles;
- Focused, integrated globally relevant, yet locally sensitive curriculum, which incorporates perspectives and current best practices;
- Highly-qualified student body representing diverse work experience, academic background and nationality;
- Convenient part-time, modular structure minimises the time away from my key responsibilities.

Finally, this programme offers a balanced and motivating learning environment, which is an effective supplement to my business and management experience.

Company Value

The value of the GEMBA extends beyond my personal and professional development and encompasses the strategic targets of the company. The courses established by the design philosophy of the GEMBA reflect issues and topics, which challenge our company today. Working, learning and networking with the other business executives will allow me the opportunity to accelerate our business success.

The company will also benefit from the following skills, which I aim to further develop by completing the GEMBA Programme:

- Global Perspective
- Lateral Thinking
- Creative & Innovative Business Approach
- Strategic Evaluation
- Scenario Planning

Customised Learning Approach

To help me develop as a strategic leader, the GEMBA programme offers a highly personalised educational experience that involves:

- **A programme individual intake**, including self-assessment of my developmental needs, a (team) Leadership Challenge, and the development of a personalised strategic leadership development plan.
- **Data-driven monitoring** of my educational and developmental progress, as well as mentoring in small teams of peers by RSM professors.
- **Selective interventions** to identify and remedy possible deficiencies in my knowledge, skills and attitudes.
- **One-on-one coaching** by experienced leadership coaches.

For further information, please contact:

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Programme Fees

The programme fees for the Global Executive MBA Programme beginning September 2022 are € 64,000, billed and paid in three instalments over the course of the programme, as listed below:

Date	Payment	Amount
Registration deadline	Admissions fee	€ 5,000
17 August 2022	1 st Instalment	€ 17,000
31 March 2023	2 nd Instalment	€ 21,000
31 October 2023	3 rd Instalment	€ 21,000

My Support Requests

The question of your support focuses on the following three main areas:

- **Time:** Time allowance for the 11 extended weekends and four, week-long residencies;
- **Financial:** Tuition fees and necessary related travel (including classes and global experiential learning modules);
- **Project Work:** Work related projects would aid in my learning process, especially in the application of concepts and business knowledge and theories.

Application Deadline

Tuesday 23 August 2022

Conclusion

The GEMBA degree qualification extends beyond the individual, to incorporate the company as a whole and even to the business community. The value of this programme is evident in company projects, new business development plans and overall industry growth. Current market trends indicate companies are trying harder than ever to work smarter, employing and developing managers with advanced business knowledge, combined with industry expertise, is important for businesses in today's tough economic climate.

On a personal level, for my own development and future career plans, this is the right time to undertake an MBA. My current experience and expertise is, in my opinion, perfectly matched with the design and philosophy of the Global Executive MBA Programme. The skills, knowledge and network, which comes with the degree, will equip me to become a strategic player for our organization both locally and globally, and is a goal I am eager to accomplish.