Business case for participating in the Executive MBA

My motivation
Our company needs managers with the right blend of hands-on experience, broad management skills and competitive business knowledge to propel our business forward. We need managers with the ability to motivate staff, take responsibility and think globally. The Executive MBA programme at Rotterdam School of Management, Erasmus University (RSM) will allow me to focus my career path within our company and steer me to becoming a change agent.

Executive MBA benefits
RSM’s Executive MBA programme includes diverse, yet relevant topics, such as financial and marketing management, strategic planning, decision-making and leadership development to promote confidence, increase depth of knowledge and encourage personal development. The relevance of an MBA degree also extends to developing soft skills such as:

- **Communication** to encourage greater flow of information between senior management, my team, and me.
- **Business understanding** to allow me to further advance in my current and future roles.
- **Personal leadership development** to allow me to better understand myself and how I interact with colleagues in a business environment.
- **Networking** to broaden my current contact list and promote awareness of our company.

Why RSM?
This Executive MBA programme is known for its excellence. I chose the RSM programme because of its:

- **Focused, integrated international curriculum**, which incorporates course work, group studies, a project, seminars and workshops
- **Highly qualified student body** representing diverse work experience, academic background and nationality – this creates huge networking and partnership opportunities
- **Appropriate part-time, weekend structure** to minimise the time away from my key responsibilities, and I can use my new skills and knowledge in my day-to-day tasks immediately.
- **Blend of learning and classroom participation**, creating a balanced and motivating learning environment.

Company value
This opportunity allows me to personally develop while maintaining my managerial responsibilities within my current role. The value of an MBA extends beyond my personal and professional growth, to encompass the growth potential of the company. This MBA is a very practical programme, which applies theories and business knowledge to my current working environment. This is especially relevant during the in-company project. During this project, which will be conducted in co-operation with my employer and supervised by a member of faculty, I will tackle a specific company issue to the benefit of my department, the organisation as a whole, and myself.

This in-company project can be tailored to reflect strategic areas currently needing analysis in the business. My aim is to explore an area significant to the growth of our company. The company will also benefit from the following skills, which I aim to further develop by completing my MBA education:

- People skills and personal leadership development
- International perspective
- Lateral thinking
- Creative and innovative business approach
- Strategic learning
- Problem-solving skills
- Project management skills
Executive MBA structure
The Executive MBA programme is a 22-month programme comprised of four semesters and an in-company project period. The first two semesters introduce and expand on a range of relevant, comprehensive courses. The in-company project takes place in March of the second year. The third semester concentrates on courses to build leadership potential, while the fourth semester, through electives, will allow me to tailor my MBA to meet my personal and professional development.

Classes are held on Friday evenings and Saturdays on alternate weekends. The course also includes a one-week residency in January and a one-week international study trip in July during the first year, and during the spring in the second year.

For further information, please contact:

Vasileios Zaravellas
Rotterdam School of Management, Erasmus University
MBA Admissions Office
+31 (0)10 408 1718
vzaravellas@rsm.nl

Programme fees

The programme fees for the Executive MBA programme beginning February 2018 are €49,500, billed in three instalments over the course of the programme, as listed below:

<table>
<thead>
<tr>
<th>Date</th>
<th>Payment type</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration deadline</td>
<td>Registration</td>
<td>€ 5,000*</td>
</tr>
<tr>
<td>18 December 2017</td>
<td>deposit</td>
<td></td>
</tr>
<tr>
<td>1 April 2018</td>
<td>1st instalment</td>
<td>€12,500</td>
</tr>
<tr>
<td>7 January 2019</td>
<td>2nd instalment</td>
<td>€16,000</td>
</tr>
<tr>
<td>16 June 2019</td>
<td>3rd instalment</td>
<td>€16,000</td>
</tr>
</tbody>
</table>