

Business Case for Participating in the Global Executive OneMBA

My Motivation

Currently 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 generate awareness of our company, motivate staff and take responsibility. Studying for the RSM Erasmus University Global Executive OneMBA Program will allow me to further develop my career path through our company's current and future strategic growth.

Global Executive OneMBA Benefits

The Global Executive OneMBA Program incorporates global knowledge through global partnerships enabling diversity in its program content, yet covering relevant topics, such as global operations and marketing management, global strategy, international finance and leadership development to further promote intuitiveness, increase depth of global business knowledge and encourage self awareness. The relevance of an 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.

Why RSM Erasmus University?

The RSM Erasmus University is world-renowned for its excellence in the field of management education. I have personally opted for the RSM Erasmus University Global Executive OneMBA Program for the following reasons:

- Focused, integrated globally relevant, yet locally sensitive curriculum, which incorporates perspectives and best practices from four world regions;
- Highly qualified international student body representing diverse work experience, academic background and nationality;
- Convenient part-time, modular structure minimises the time away from my key responsibilities.

The Global Executive OneMBA offers a balanced and motivating learning environment, which is an effective supplement to my business and management experience. While maintaining the responsibilities within my current role, during the 21-month study, I will be able to acquire knowledge, business skills and insights, which are applicable to my job today and in the future.

Company Value

The value of the OneMBA extends beyond my personal and professional development, to encompass the strategic targets of the company. The OneMBA is the new standard for executive MBA programs, and facilitates the application of international theories and global business knowledge to my current working environment. The courses established by the design philosophy of the OneMBA reflect issues and topics, which challenge our company today. Working, learning and networking with the global OneMBA 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 Global Executive OneMBA Program:

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

Global Executive OneMBA Structure

The Global Executive OneMBA Program is a global MBA education in partnership with 5 internationally recognised business schools from Asia, Europe, North and South America. It is a 21-month MBA program comprised of 11 extended weekends and 4 residential weeks spanning 3 calendar years. The OneMBA is uniquely structured to consist of three equal components:

- **Globally Co-ordinated Courses** – the core MBA courses designed and taught by all partner schools;
- **Global Residencies** – four seven-day study trips structured to build relationships through formal learning and informal cultural exchanges;
- **Regional Courses** – courses exclusive to the region complement the core courses and focus on the particular business needs and challenges of executives in Europe.

For further information, please contact:

David Francis
RSM Erasmus Marketing & Admissions Manager
+31 (0)10 408 2196
dfrancis@rsm.nl

Program Fees

The program fees for the Global Executive OneMBA Program beginning September 2006 are € 48,000*, billed and paid in three instalments over the course of the program, as listed below:

| | |
|-----------------|----------|
| 31 August 2006 | € 16,000 |
| 12 January 2007 | € 16,000 |
| 11 January 2008 | € 16,000 |

*The program fees cover academic costs plus the organised components of the global residencies. The academic costs include tuition, course materials and essential textbooks for the 21-month program. The program fees also include lodging and organised meals for the global residencies, as well as, any travel requirements within each of the global residencies.

Support Requests

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

- **Time** - Time allowance for the 11 extended weekends and 4 week long residencies.
- **Financial** - Tuition fees and necessary related travel (including classes and global residencies)
- **Project Work** - Work related projects would aid in my learning process, especially in the application of concepts and business knowledge and theories.

Proposed Start Date

20 September 2006

Conclusion

The OneMBA qualification extends beyond the individual, to incorporate the company as a whole and even to the business community. The value of the OneMBA 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 Executive OneMBA Program. The skills, knowledge and network, which comes with the OneMBA degree, will equip me to become a strategic player for our organisation locally and globally, and is a goal I am eager to accomplish.