

Make the most of the MBA experience

By JAMES YELLOWLEES

For most, participation in an MBA or equivalent program is a one-time experience that can have a profound effect on the participant's career and life. How do you make sure you maximize it?

For those who wish to participate in an international executive MBA program in Japan, the McGill MBA Japan and Temple University Japan programs provide excellent experiences for participants.

According to Phil O'Neil, the McGill Japan program manager, "Most of our program participants continue to work full time while they study. This can be a very intense experience that requires a great deal of discipline."

"An added benefit is the shared experience with other participants," he noted. "A shared challenging but rewarding experience tends to make participants bond during the program and maintain contact after completion."

The University of Business & Finance Switzerland affords participants the opportunity of studying in a program that was founded by Swiss financial industry leaders in the heart of Switzerland. The allure of studying in a very international environment, in beautiful Switzerland, with easy access to some of the finest financial industry experts is very attractive for participants who want to focus on the financial industry career-wise or who wish to gain a better knowledge of the industry and to develop high-level, lifelong contacts.

The AGSM program in Sydney also provides excellent opportunities for female MBA aspirants, and affords participants an opportunity to develop career opportuni-

ties and strong and unique networks, mainly in the Asia-Pacific region.

AGSM MBA grad Tom Davis, senior manager, e-commerce marketing, at Sirius Satellite Radio, said, "I decided to pursue my MBA at the AGSM in order to have an Asia-Pacific business experience and to study alongside peers from all over the world. I am really glad I was able to accomplish this as I have contact with Japan, China and India on a regular basis, and am able to have a better perspective on those markets."

Richard Tanner, a graduate of the AGSM MBA class of 2006 and a product manager at Johnson & Johnson in Florida, said, "Through the AGSM, I had an excellent experience that I would never have been able to manage at a U.S.-based institution. I was able to develop an Asia-Pacific focused outlook that will serve me well throughout the rest of my career."

The HULT MBA in Boston is a unique international program that attracts people from all over the world as only about 5 percent of the participants are U.S. citizens. The HULT MBA also offers programs and sessions at its Shanghai, London and Dubai campuses so it affords participants a number of unique experience options. It provides participants with opportunities to meet representatives of leading multinational firms to discuss career prospects, and arranges for relevant and interesting work terms upon course completion.

Shoko Suzuki, a graduate of the class of 1998 and Dell Japan's director of marketing, said, "HULT's one-year intensive program was a great experience for me. I had classmates from about 20 countries, and was able to gain a



MBA STUDENTS work on group tasks at the Japan Campus of Temple University.

PHOTO COURTESY OF TEMPLE UNIVERSITY, JAPAN CAMPUS

lot of new perspectives by studying and working on projects with them."

HULT MBA graduate Gregory M. Allard, senior vice president and general attorney at Liberty Mutual Group, said, "As an American, it was very refreshing to have classmates from so many different countries while studying in Boston. What a great experience it was."

The Instituto de Empresa in Madrid offers a very high-level MBA program in a key but often overlooked EU nation. Graduates almost all comment on how pleased they are at the quality of the program and experience of studying for a globally ranked MBA in Spain, and at how well prospective employers respond to graduates of the program.

The Nyenrode Business Universiteit in Holland offers a highly international full-time MBA program and its

graduates often find employment outside of their country of birth, largely due to the unique global approach the program employs. A number of students decide to stay in the Netherlands to work for global or Dutch multinationals such as the Philips group of companies, ING, Akzo Nobel and ABN Amro. The Nyenrode experience encompasses entrepreneurship and the university maintains a business incubator on its campus for companies started by graduates doing business from the Netherlands, so this is a possible avenue for internship or post-program employment.

According to program adviser Peter Amaczi, "Nyenrode graduates are employable just about anywhere due to the global nature of the program and the entrepreneurial bent." This helps participants to create new businesses or become intrapreneurs within

their larger organizations. Japanese Nyenrode MBA graduates tend to develop a very strong global outlook and a better understanding of entrepreneurship.

Nyenrode provides strong career/employment support and students are guided throughout their studies by dedicated career service professionals who help them to ensure they are maximizing their experience.

According to Amaczi, "The Nyenrode MBA program also includes a compulsory two-month consulting project with a company, another unique experience factor."

The MBA experience can be life changing. It is wise to look carefully into the various options before making a choice in order to maximize the experience.

James Yellowlees, Ph.D., is president of Global Daigaku.com. To learn more about these programs, visit the Global Daigaku.com site at www.globaldaigaku.com

EU schools offer degree of distinction

Although Europe once lagged well behind the U.S. in terms of formal business education, the continent is now home to scores of major schools. People consider the length of the courses, diversity of students and faculty, acquisition of additional language ability, etc., as advantages of studying in European schools.



According to Enrique Dans, a professor of information systems at Instituto de Empresa in Madrid, one of the significant advantages of IE Business School, which follows the European tradition, is its relevancy to the real business world.

"IE is a very, very applied school. At IE, we are measured by the relevance of our research to companies rather than by the number of papers we publish, which is the dominant criteria for U.S. professors," said Dans. "So, IE professors are interested in the research that interests companies. A basic test for research relevance is if companies want to fund the research. So professors need to be working on what is relevant to companies and talk in the language spoken by companies."

IE professors also keep in close touch with the business world by consulting, participating in corporate boards and being involved in corporate projects. Dans himself collaborates with a number of technology companies, he added.

These strong connections enable professors to bring real, relevant and updated case studies to the classroom. In addition, if the professors are involved in the cases that are being dis-

cussed in class, students can gain a lot more from them.

Dans also invites guest speakers from the business world to his classes. "If you are connected to the corporate world, it's easy to get people to come and talk to the students," he said. So sometimes students are able to talk, discuss and ask about the case with the very director of the company involved.

"IE is located in the middle of Madrid, in the main business district. So that also makes it easy to bring in guest speakers while it gives the students a feeling of being at the heart of the business community," he continued.

Dans emphasized another characteristic of his school — entrepreneurship. "Compared to people graduating from U.S. schools, many people graduating from European business schools go to small enterprises or start their own projects," he said.

IE, whose own inception was as an entrepreneurial project, has been focusing on entrepreneurship from the very beginning. "Every single IE student has to put together a business plan,"

said Dans. Students have to come up with a business idea and analyze the idea, even if they have no entrepreneurial intentions of their own. "This is because it's very useful to know how to prepare and present a business plan, even if you work for a big corporation," Dans explained.

But for those who want to continue working on their business plans, the IE Venture Lab facility supports students to work with classmates in designing, developing and launching their own business plan.

"Many of them decide to continue," Dans said. "Some 25 percent of students start their own company. So we think focusing on entrepreneurialism is a great way to contribute to society, and it's very nice to see them coming back to IE to tell students about their experiences."

Dans sees the growing popularity of entrepreneurship among MBA students through IE students. "This year for the first time, I see more students interested in joining small to medium enterprises, or startups. This is the year of startups."



INSTITUTO DE EMPRESA is located in the heart of Madrid, one of Europe's most important metropolises.



Master the code of business.



International Executive MBA International MBA Global MBA online

Discover the Difference

IE Business School is considered one of Europe's leading business schools by international journals like *Financial Times*, *The Economist* or *América Economía*. These publications recognize IE Business School as a leader in the field of learning technologies and in academic areas like entrepreneurship.

IE Business School's MBA programs are ranked 3rd in Europe and 11th worldwide; with its Executive MBA programs ranked among the top 5 in the world.*

*FT 2007

(Publicity)

MBA SPECIAL

Regional MBA focus on Europe

By ROSS GERAGHTY

Europe is becoming a hot spot for MBA recruiting. The United Kingdom is at full employment, particularly due to the implementation of the Highly Skilled Migrant Program, the visa regime that is favorable to MBAs of almost any nationality. Spain and Italy have growing numbers of finance and technology companies regularly recruiting MBAs, as well as a growing consulting industry.

The economies of Germany and France remain sluggish, though major companies are active. In March 2007, Graham Hastie of London Business School observed: "The MBA job market in Europe has been transformed since 2004. We expect most students to have at least one offer, and in many cases, several offers at graduation. The prospects are outstanding for next year's class." Western European recruiters report salaries of \$91,400 — slightly higher even than the U.S. average.

In sum, it's a great time to do an MBA in Europe.

In a recent TopMBA applicant's survey, Western European countries held six of the top 10 most popular MBA study destinations. The U.K., France, Spain, Germany, Switzerland and Italy (with the Netherlands close behind in 11th) clearly showed that the world's business leaders of the future are strongly considering the variety of MBA courses Western Europe has to offer, and the variety of lifestyle and languages that can be experienced there.

In Britain, for example, according to The Advanced Institute of Management Research, "before 1965, there were no business schools in British universities; by the beginning of the 21st century there were approximately

120. By 2004, the business and management subject area accounted for one in seven of all students in British universities and one in five postgraduates."

Since the creation of the continent's first business schools, Europe has advanced greatly to reach this present strong position. The U.S. clearly dominates the market, especially for those wishing to undertake a two-year MBA, as is the case with most Asian and North American respondents to the survey. Also Harvard, whose endowment of \$26 billion exceeds total annual funding for all British universities, still tops the table. However, European schools have forged their own models and identities, and are competing with the top U.S. schools as well as with each other for the world's top business talent.

Why a European MBA?

Most European programs are only one year in length — enabling students to complete an MBA program in a much shorter period than they would a traditional two-year American MBA, saving on time and money. Less time out of the workplace ensures MBA graduates retain a stronger market value.

The international profile of top European schools is also significant: many remain committed to the concept of highly international MBA programs. Schools such as IMD and INSEAD have over 90 percent of their class from outside their domestic market.

Top European schools

In the Times Higher Education Supplement and FT rankings, there are nine European business schools in the top 20, a strong indication that the continent's schools are im-

proving their education. London Business School, Cambridge, Oxford, INSEAD in Paris, Spain's Instituto de Empresa and IMD in Switzerland are all names that make regular appearances in whichever rankings you value the most.

In the past two years, many new schools in Europe have emerged as strong players. Schools featured in the top 40 in the TopMBA research came from a diverse range of countries, including Austria, Belgium, Denmark, Germany, Italy and the Netherlands.

Entrepreneurship

With MBAs gaining such popularity, programs are being further developed and enhanced to offer students greater diversity. The significant trend toward entrepreneurship in today's business climate has lead to this featuring strongly in many European MBA programs.

The Rotterdam School of Management's recent move to new high-tech facilities on the Erasmus University Campus has enabled the establishment of a real-time dealing room. The school prides itself on leading innovation in business education. At Cass Business School in the U.K., a fundamental element of its investment in entrepreneurship is its incubator floor. Furthermore, the business school employs two leading executives in residence from industry to advise students on strategy.

Bilingual

Many European business schools make the most of the richness and variety of the European heritage by teaching their MBAs in two languages. This language component can be a strong attraction for candidates and recruiting companies.

HEC in France offers a 16-month intensive full-time MBA program, taught in English and French. The HEC foundation is made up of 40 multinationals who provide the backbone for their MBA hiring. At IESE in Spain, the program is taught in English and Spanish while the bilingual MBA offered by SDA Bocconi has grown out of Italy's most prestigious economics university.


U.K. MBAs

In addition to the market leader, London Business School, other U.K. business schools are doing well. Having made the MBA their own, many are highly regarded for quality and teaching as well as career prospects after study.

Manchester Business School, one of the longest established of all European MBA programs, has distinguished itself with a course that is made up of student teams working on real-life business consultancy cases, ensuring practical experience. This makes the MBA popular with recruiting companies. Further south, Cranfield School of Management, based in Bedfordshire, has also established itself as one of the U.K.'s premier schools.

European business schools are at the forefront of the MBA revolution by providing programs with real relevance in a changing marketplace. One thing is for sure: There is no lack of choice for candidates wishing to take their MBA in Europe.

Ross Geraghty is the deputy managing editor of the TopMBA Career Guide, published by QS. Quacquarelli Symonds Ltd. QS TopMBA provides business school applicants with information and guidance through its Web portal, publications, research and events such as the QS World MBA Tour — that will bring top international schools to Tokyo on July 15.



Discover the McGill International MBA advantage.

Earn your MBA in an international environment in Tokyo while working full-time.



Two weekends a month, you'll master the latest management concepts and business skills in a rigorous and diverse international learning environment. The very next day you'll start converting your knowledge into powerful management solutions.

Earn an MBA from a prestigious North American university with one of the world's best business schools. McGill's 2-year, 60-credit MBA program brings you the content, standards and faculty of the 187 year old University's Montreal campus. A Post-MBA certificate program is also available. Applications for McGill MBA Japan are being accepted now.

McGill MBA JAPAN

Call for information kit:
Tel/Fax: 03-5215-1383 email: office@mcgillmbajapan.com
www.mcgillmbajapan.com

INFORMATION SESSION
Saturday, February 23
11:30 - 1p.m.
Room 209, Building 11
Sophia University,
Yotsuya Campus





International University of Japan Developing Tomorrow's Global Leaders

MBA Program

E-Business Management Program

- The only Business School in Japan to be included in The Economist's Top 100 Rankings
- IUJ Graduates are in High Demand
- A Truly Global Campus with Students and Faculty from 50+ Countries
- All Courses are Conducted in English



Learn More at <http://ibs.iuj.ac.jp/jt/>

Open Campus on March 1 (Sat.)
Details and registration at www.iuj.ac.jp/admis/opencampus




**国際大学
INTERNATIONAL
UNIVERSITY OF JAPAN**

Email: info@iuj.ac.jp Phone: 025-779-1104 Fax: 025-779-1188




QUALITY and FLEXIBILITY

Temple's MBA Program




- Only AACSB-accredited American MBA in Japan
- Saturday classes
- Study at your own pace, graduate in 2 to 4 years
- Take up to 3 courses before matriculating
- Year-round admissions
- GMAT waivers possible for experienced professionals



Information Session
**Saturday
February 16
11:30AM-2:00PM**

For reservations
Call: 0120-86-1026
Visit: www.tuj.ac.jp/mba
E-mail: business@tuj.ac.jp



www.tuj.ac.jp/mba



筑波大学 東京キャンパス
University of Tsukuba, Tokyo Campus



Graduate School of Business Sciences, MBA Program in International Business (MBAIB)

- An English language MBA Program offered by a leading Japanese national university at its campus in central Tokyo.
- Mix of high-powered Japanese and international students and faculty lead to global-standard MBA experience.
- Evening and Saturday classes make the Tsukuba MBA-IB program ideal for working people.

2008 Application will be accepted by Feb. 13.

University of Tsukuba, Tokyo Campus
3-29-1 Otsuka, Bunkyo-ku, Tokyo 112-0012 Japan
Phone: +81-3-3942-6816

<http://www.mbaib.gsbs.tsukuba.ac.jp/>