

EXECUTIVE MBA 2010-2011

An International Programme with a Global Focus

Executive Master in Business Administration

The Executive MBA programme of BI Norwegian School of Management will allow you to develop a toolkit of techniques that will help you to make the best management decisions and significantly increase your value to your employer.

The programme will enable you to:

- participate in general management courses with a focus on economics, finance and strategic leadership
- understand international markets and business trends through international seminars provided by state of the art international business schools
- improve your skills in classes taught by senior faculty through case discussions with your fellow participants
- develop leadership and management skills through the interaction with fellow participants from diverse professional, personal and cultural backgrounds.

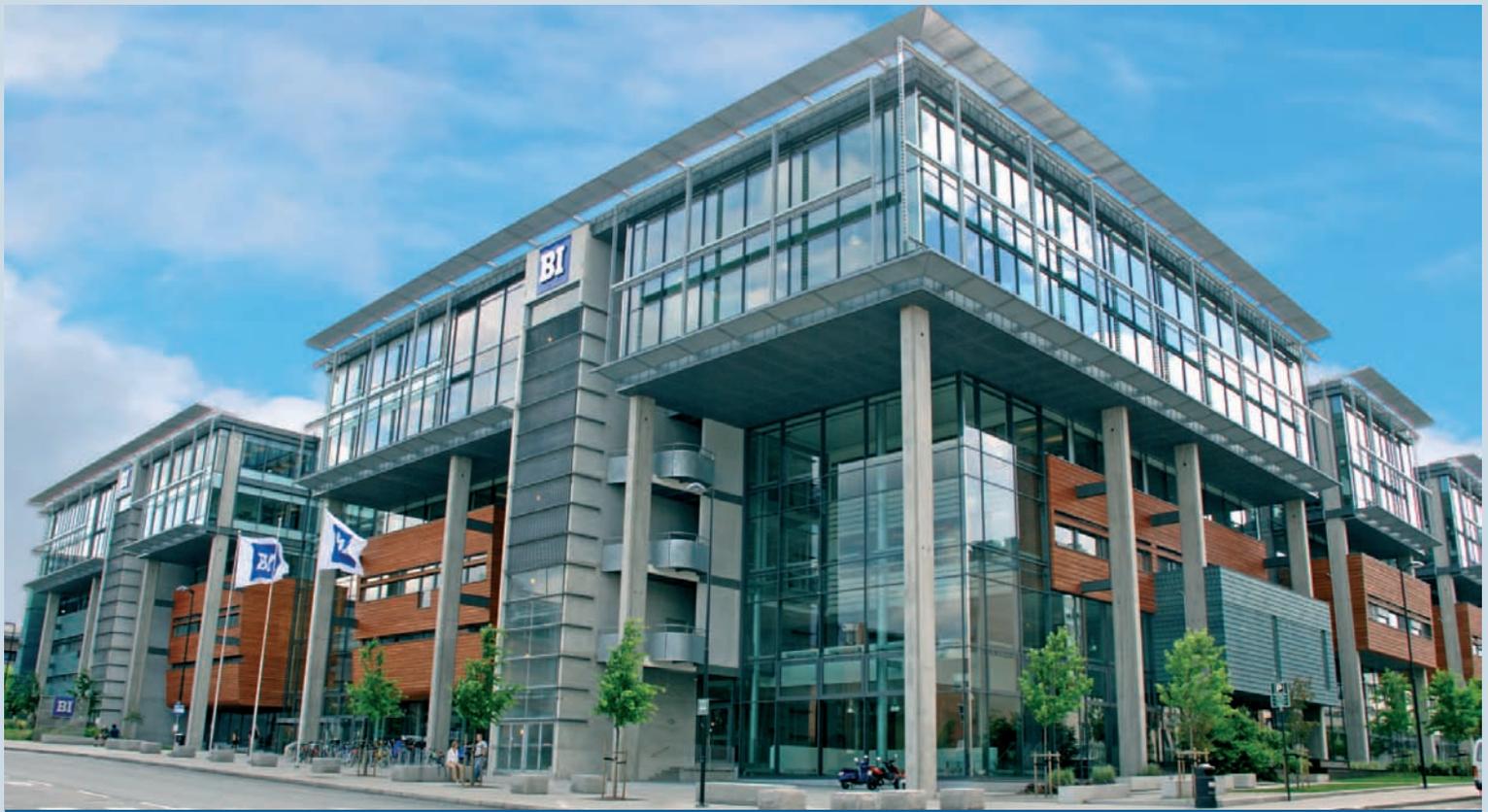
International Learning Experience



Continuous development and learning are important factors in today's constantly changing society. Skilled employees are a great asset to companies aspiring to permanent growth. With this in mind, BI has developed a general management Executive MBA programme for managers who need additional training in management and leadership skills.

BI Norwegian School of Management's Executive MBA programme has a global focus and brings together participants and faculty with international experience. In addition to the general management courses, the programme offers three one-week seminars in collaboration with Nanyang Business School in Singapore, Instituto de Empresa in Madrid, Spain and faculty from Haas School of Business (University of California at Berkeley), USA.

*Pål E. Korsvold
Professor in Financial Economics
Associate Dean MBA programmes*



Programme Focus and Learning Outcomes

PROGRAMME STRUCTURE

The structure of the programme allows participants to work full time and to study part time. Courses are conducted during six two-week residential modules. Participants can continue working while simultaneously being part of an exciting learning environment.

DISTINGUISHING FEATURES

- General and international management curriculum
- Strong academic partners with a global focus: Nanyang Business School, Instituto de Empresa and Haas Business School (Berkeley)
- Interactive learning environment, with a focus on personal and leadership development
- Integrating Consultancy Project
- Practical oriented and case-based teaching

PROGRAMME CONTENT

The Executive MBA curriculum consists of 12 core courses in general management and three one-week international seminars that are taught during six two-week, face-to-face residential modules, a consultancy project and distance and on-campus group work.

CORE COURSES

The core courses transcend the traditional distinction between the “hard” and “soft” aspects of management and provide an integrating framework for the entire programme. They provide the participants both with a practical analysis and an in-depth study of managerial issues. The participants are assessed not only on their written or oral group work, but also on their class participation. This gives the programme a practical oriented flavour and the students a range of best practice solutions from a variety of industries and sectors.

INTERNATIONAL SEMINARS

The Executive MBA includes three one-week international seminars that allow the participants to experience business practices and trends in different environments. The seminars focus on three important topics and areas:

- Business Strategies in the Asian Market (Singapore)
- European Issues and Latin-American Business Trends (IE, Madrid)
- Innovation Management/Commercialisation Strategies (San Francisco and Berkeley)

CONSULTANCY PROJECT

The Consultancy Project is an integrative learning experience that ties together all of the various threads of the Executive MBA Programme. It adds a new dimension to the interaction between the participants and faculty: the real-time client or company relationship.

The Consultancy Project provides participants with a collaborative and multidisciplinary experience based on real-life, strategic challenges. Participants perform an in-depth analysis of a situation or an issue faced by the partner company. The project allows participants to implement and consolidate their understanding of the concepts and tools taught during the programme and to relate it to their own work experience. The outcome of the Consultancy Project is a series of recommendations that the company could implement to resolve the strategic challenges at hand. The recommendations will be presented both in discussions with the partner company and in a comprehensive written report. The conclusions of the project are also presented before an academic jury.

Consultancy Project Themes

The Consultancy Project theme is always of a strategic nature such as:

- Creation of a business plan for a new activity
- Reorganisation of a distribution network
- Market or product diversification



Programme Structure

Module	Date	Venues	Focus	Consultancy Project
1	15th – 17th January 2010	BI	Introductory Days	
	18th – 30th January 2010	BI	General Management	
2	2a) 12th – 17th April 2010	BI	General Management Preparation for the seminar in Singapore	Introduction
	2b): 19th – 24th April 2010	Nanyang, Singapore	Business strategies in the Asian Market	
3	3a): 20th – 25th September 2010	BI	General Management Preparation for the seminar in Madrid	Identification
	3b) 27th September – 2nd October 2010	Instituto de Empresa, Madrid	European and Latin-American Business Trends	
4	8th-20th November 2010	BI	General Management	
5	5a): 14th – 19th March 2011	BI	General Management Preparation for the seminar in San Francisco	
	5b) 20th – 26th March 2011	San Francisco	Innovation Management/Commercialisation Strategies	
6	30th May – 11th June 2011	BI	General Management Consultancy Project	Presentation

The programme may be subject to change



Practical Information

TARGET GROUPS

EMBA participants are selected on the basis of their motivation and potential, work experience and previous education. They must display a sharp intellect and an entrepreneurial spirit. The participants are exposed to innovative teaching styles and benefit from learning and interacting in several countries in varied cultural environments. The typical EMBA class consists of 25 to 35 participants with an age range from 30 to 52. The participants come from diverse educational backgrounds such as Engineering, Science, Business and Economics and have significant work experience from a wide range of industries and sectors.

ADMISSION REQUIREMENTS

- A university degree (bachelor's degree) or an equivalent professional qualification. (In certain exceptional cases the admissions committee will consider candidates who do not meet this requirement, but who have substantial and international work experience)
 - Two letters of recommendation (at least one letter attesting to the participant's performance in a work situation)
 - Significant management experience
 - An interview
- Applicants may be requested to submit a GMAT score if the information supplied is deemed to be inadequate for assessment

QUICK FACTS

Teaching Venues: BI Norwegian School of Management, Instituto de Empresa, Nanyang Business School, Haas Business School

Language of instruction: English

Length of Programme: 18 months part time, module based

Application deadline: Rolling admission subject to availability

Start date: January 2010

Tuition fee: EURO 40.000

Apply online: www.bi.no/emba

KATHRINE ROEDE
EMBA 2008
PARTNER,
PROGENY



I was in the process of a complete career change, from being an airline pilot to establishing my very own company. I needed to get a perspective on what competence I had from aviation that would be a benefit in relation to the business world and how to develop knowledge and skills that would prepare me for my new career. The EMBA programme has taught me how to gather, structure and present information and has made me much more confident embarking on a new career.

Having had a network primarily within aviation, the experience of joining a class consisting of professionals from many different industries was a great bonus to my learning experience. I feel that the network created in my class will be valuable in the future and I know I can contact any of my classmates at any time if I need to.

ERIK RØNNING
EMBA 2007
SENIOR ADVISOR,
NORWEGIAN MINISTRY OF DEFENCE



My reasons for enrolling in BI's Executive MBA programme were numerous. I have predominantly a technical background and I wanted to expand my knowledge base to encompass a wider business perspective, especially in the areas of strategy, finance and business management.

The part-time EMBA programme provided me with the flexibility to attend the course while at the same time maintaining full-time employment. I believe that the Executive MBA provided me with the necessary knowledge to allow me to advance to positions which require additional skills.

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Executive Masters
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BI Norwegian School of Management

- One of Europe's largest business school
- EQUIS accredited in 1999, and reaccredited in 2004
- BI has one of Europe's largest teams of researchers in the areas of economy, business administration and marketing
- BI provides research-based knowledge and highly competent graduates who contribute to better practises in private and public enterprises



www.bi.no/emba