

New energy programme at BI

BI Norwegian School of Management capitalises on its success with the Executive Master in Energy Management with the launch of a new Executive MBA programme in Energy Management (EMBA) to commence in January 2010.



The Executive MBA programme is a cooperation with Nanyang Business School in Singapore and IFP School in Paris. We educate executives to understand a global industry and the dynamics in Asia are very relevant in that connection. No matter if you are a professional or an executive, if you do business in Asia or not, you will be affected by developments there, says Glenn Ruud, Director of Studies, MBA Programmes, BI Norwegian School of Management.

Make a difference

BI Norwegian School of Management is not located at the centre of the world and is a relatively small player internationally. The school therefore needs to focus on international activities and areas where they can really make a difference.

This is why BI Norwegian School of Management focuses on areas such as shipping and energy, which are areas Norway is renowned for in the rest of the world, Ruud continues.

The Executive MBA in Energy management is offered in addition to the existing Executive Master programme in Energy Management. While the Executive Master programme covers all aspects of energy, from oil, electricity and nuclear to renewable energy. This program has just a taste of three general management courses (10%). The EMBA, however, is a generalist degree with a flavour of energy courses. The general management courses account for about 2/3 of the total.

The market has responded very positively to the Executive Master degree in Energy Management. The 35 students in this year's class represent 16 countries, including a number of African countries, Russia, the US, Latin America and Europe. The seats of the programme were already filled in June and as a result we have a waiting list. The interest was so overwhelming that we have already started the admission process for the autumn of 2010 intake, says Glenn Ruud.

He hopes for a similar success regarding the Executive MBA in Energy Management.