



The most comprehensive guide to Chinese MBA and EMBA programs,
and a source of information on 146 other top MBA programs worldwide.



Europe's edge

European MBA programmes offer an opportunity to learn crucial business skills in a truly international setting

George S. Yip,
Dean, Rotterdadam School of Management,
Erasmus University

The question posed by many of our prospective MBA candidates right now is whether or not, in light of the global economic downturn, companies are seeking to recruit MBA graduates. My answer to them is a resounding yes. With business facing unprecedented challenges, it is the MBA holders who will land the jobs. But what has shifted are the skills most sought after in these graduates.

Global companies in China and companies with global aspirations are looking for demanding professionals who are highly effective in global environments, but can also steer their companies towards sustainable long-term growth. This is why the European MBA is so relevant today.

As the dean of a European business school who completed his own MBA at Harvard, I feel well-placed to judge the unique benefits of attending a top European school.

It begins with perspective. When you study for your MBA in Europe, you learn against the backdrop of what is arguably the world's most diverse continent, with an unparalleled plurality of language, culture and economic development affecting every aspect of daily business relations. Where diversity and complexity are understood as an inherent part of business.

You learn in a society that has long been setting the pace for the rest of the



world in terms of how to integrate profitability with broader stakeholder management: people, planet and profit.

As a school located close to the commercial heart of Europe, this European perspective on business is embedded in RSM's one-year International Full-time MBA Programme. So, while you gain a solid grounding in all the functional areas that underpin the Western business model – ensuring you have the tools used by so many Western businesses to reach the top echelons of global success – you also learn best practices from around the world. You gain an understanding of business from every angle, across every market – from India, to Brazil.

With over 40 nationalities in our programme and a number of innovative teaching methods, understanding global

business is not just an intellectual pursuit – it's experiential. Our MBA programme is designed to teach you – in practice – the impact of culture on business relations and how to handle these in your future negotiations.

Our programme is not just broader in terms of its representation of business – it is broader than business itself, and the skills it develops. Environmental, social and governance issues – in a word, sustainability – are integrated into every area of our programme, to ensure you leave with the skills needed to manage profits that are sustainable, for the long term.

At RSM, we say that we educate our MBAs to be big-picture thinkers, and global players – the leaders sought after by global companies today. We invite you to join us. ■