

# New frontiers in business education available on your doorstep

*Rotterdam School of Management, Erasmus University (RSM) will officially open a new office in Amsterdam's top business district on 23 November, bringing its executive education and recruitment possibilities closer to Amsterdam's top companies. Theo Backx – RSM's acting head of Executive Education and Organisational Development (EEOD) – explains why he made the decision to open a new location, and what benefits it will bring to businesses in Amsterdam.*

Theo Backx is former Managing Director of Sony Europe and was RSM's long-standing Executive-in-Residence before he took up the post of acting head of Executive Education and Organisational Development (EEOD) for the school earlier this year.

"Business education is an extremely dynamic and competitive market," he says. "RSM is one of Europe's top-ranked business schools, but there's no point sitting back on our reputation and asking people to come to us, we need to go where people want to be educated."

RSM is ranked number 7 in Europe, and is one of Europe's top three business schools in terms of research in business and management. On top of that, its excellent links to business have allowed it to deliver a first class education to current and future business leaders for decades. Opening an office in Amsterdam will bring the school into more frequent contact with the Amsterdam business community.

For businesses this means a more responsive partner in management training, providing advisory services and networking opportunities to business.

"We must not forget that effective communication is a two-way process" explains Theo "It is equally important to listen. That is why listening and being responsive is at the heart of our strategy."



*Theo Backx, executive in residence at RSM*

Management education is no longer a choice for those wishing to further their career. Time spent with leading academics, and other top level colleagues, gives professionals an opportunity to deepen the insights gained from the professional experience. The feedback received from course participants, whether on Executive MBA courses or evening study sessions, is that the extra study gives them models and language they had been aware of but maybe couldn't fully explain or respond to adequately.

Now Amsterdam business people will be able to attend courses on business, finance, leadership, problem solving, or branding close to their place of work. Each of these provides a way to update previous knowledge or understand in the context of more recent developments.

The kickback for RSM is that it will be at closer call when companies in Amsterdam need an academic advisor to call. At the same time it can become a more responsive portal for a large number of its alumni.

"The relationship we have with our alumni is of utmost importance" explains Theo. "Our focus is on enhancing the networking potential and appeal of RSM's global community. The recently formed Alumni Affinity Groups-the sector-specific networking channels- serve as an excellent example of the type of community value we can offer."

Relationships with alumni are just a part of the wider RSM strategy to have closer ties to business, one that Theo says, is essential for RSM to keep delivering its outstanding education and research: "Only by intimately understanding the needs of business can we provide businesses with the education, knowledge and insights they need to stay ahead of the game." By creating a more open, dedicated channel for its business partners in Amsterdam, RSM takes a closer step to doing just that.

## Fuel your future

RSM plans to offer the following open programmes for executives in Amsterdam. For more information please email or call:

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- RSM Diploma Programme
- Essentials of Leadership
- The Strategy Consultants' Approach to Problem Solving
- Finance for non-Financials
- Brand Strategy

