

SELECTING AN MBA PROGRAM: VALUE FOR YOUR INVESTMENT

By James Yellowlees Ph.D.

Before thoroughly researching and trying to select an MBA or equivalent program, one is tempted to think that famous university programs is the only way to go. In fact, some of these programs survive mainly by name and "brand" and distinguish themselves only by high tuition prices, hundreds of people in one class and indifferent faculty. If your purpose is to obtain an MBA or equivalent from one of these universities, then perhaps you will obtain the value you are seeking. However, hundreds of other options exist, many of which can provide long-term value in other ways. One of the key criteria for successfully selecting the right program is value in terms of class size, relevance of course contents, pricing, career prospects upon graduation, school "brand", human network development and other factors.

Executive MBA programs allow professionals to study on evenings and weekends while they continued to work. This helps program participants financially and career wise, in terms of continuity and topics of discussion, small group projects and research tend to be very focused on the "now" as everyone is still engaged in day-to-day workplace situations that require thought, creative approaches and good solution.

The McGill University MBA Japan program offers a high value Executive MBA program in which participants can do the first year at the Japan campus that is located within Sophia University in Tokyo and the second year either in Tokyo or at the home campus in Montreal. Program Manager Philip O'Neill said noted that, "most of our MBA program participants feel they get real value by being able to continue to work and maintain their career paths while engaging in very practical and intellectually stimulating business-related study. As they are able to study and sacrifice their personal time together with like-minded professionals, the shared and bonding experience helps to create a very valuable and ongoing human and business contact network that serves them well throughout their careers."

Temple University, Japan Campus offers an Executive MBA program that features a number of intakes through the year and allows participants to work at their own pace to complete the MBA. This innovative flexibility helps participants who are time and/or financially challenged, to achieve their goals of obtaining value in the form of this qualification. Assistant Dean William Swinton said, "we have responded well to the voices of current and prospective program participants to create this new approach and are thus able to offer them the opportunity to create value in their lives and careers."

The establishment of one-year intensive MBA programs has helped those who really want to make a full time commitment to an on campus, live MBA program so they can focus entirely on the program and maximize the bonding and networking opportunities with their fellow program participants.

Following this lead, suggestions from existing students and market feedback, an increasing number of MBA schools are offering programs that are placing more importance on the needs of prospective MBA students than on their own concepts of how the programs should be offered and delivered.

The Hult International Business School MBA program in Cambridge, Massachusetts offers unique value in terms of contents. Program Manager Gina Shin explained that, "students are engaged in practical experiences throughout the program that they are able to choose. This includes study analysis, discussions, business simulation exercises, real management consulting projects, weekly company presentations, and the opportunity to meet with executives from top companies in the United States."

The Hult program also offers optional International Internship programs that provide further work experience in the United States for Hult's graduates and this enhances the value of the program...

Hult alumnus Tomoyuki Nakamura said, "the Hult program offered me exceptional value and helped to give me the confidence to change my career from engineering to venture capital. I wouldn't have been able to make this exciting switch if it hadn't attended the Hult MBA program."

Portland State University offers a unique, US-based but Asia-focused Master of International Management (MIM) program. The program offers students a great deal of personal attention. According to Jeff Millard, the program director, "segments of the program allow students to focus on areas of interest, as long as they are related to management in the Asia Pacific area. We think this is the only existing program of its kind and that it provides exceptional value for students who want to focus their careers in the Asia Pacific region."

The East Asian Institute for Advanced Studies (www.usd.edu/eai) at the University of South Dakota offers an Asia-focused MBA program in the heart of the US. Erik Olsen, the program director feels that participating students really benefit from the small classes and friendly environment. "We also offer great value in terms of cost of the program and cost of living," he said. "Being in a smaller community allows us to draw on community-based people and resources more and for the students to experience business-focused study in a very positive learning environment."

The Tulane University Freeman School of Business MBA program in Louisiana offers exceptional value to students who would prefer to study outside of major centers in the US. Being based in a southern US hub area allow students to learn more about that part of the US, its unique economy and the regional economy, including Mexico.

Often one equates MBA programs with the United States but, in fact, a number of unique programs are based in EU countries.

Nyenrode Business Universiteit is based in the Netherlands and was founded in 1946 by multinational companies. The 13-month full time, International MBA program is taught in English, features small classes and attracts future entrepreneurs. It is located on a breathtaking campus, that features a castle, is close to Amsterdam and includes a module from the Kellogg School of Management in the program. According to Peter Amaczi, MBA Nyenrode Alumnus of 1998 and Associate Director, MBA Programs, "This MBA program is ideal for professionals with global ambitions and entrepreneurial spirit. The "Head, heart, hands approach" enables graduates to excel anywhere."

The Instituto de Empresa offers a very international MBA program in Spain. It attracts students from around the world who would like to study at a very high level in a friendly international environment.

The MBA program at University of Southampton offers two options. Of these, the Executive MBA (Available Full-Time and Part-Time) is very flexible. It attracts a larger number of working participants from across central southern England and from a number of countries around the world. The overall period of study is typically between two and three years, depending upon the time of entry and the amount of time that can be devoted to attending units and to private study. The main value is in being able to study flexibly in a high level program that features lots of personal attention.

The Australian Graduate School of Management in Sydney, Australia offers a program that is very friendly for women. It affords professional women to study with their peers from a number of countries and to examine business approaches and models from a female point of view. It offers exceptional value for women who are more comfortable studying in this supportive environment.

The Monash MBA program at Monash University in Melbourne, offers an interesting accelerator program. Special summer and winter schools provide program participants with an opportunity to accelerate progression through the program and also excels in teaching Strategic Management. Program participants derive value from being in one of Australia's leading cities, from the international nature of the program and the focused learning.

When selecting an MBA program it is best to examine the options from a value stand point.

Profiles for these and other leading MBA programs can be found on the Global Daigaku.com site at www.globaldaigaku.com



Hult International Business School.



Master of International Management at Portland State University.



Master of International Management at Portland State University.

Australian Graduate School of Management

Address: Australian Graduate School of Management, University of New South Wales, Gate 11, Botany Street, Randwick NSW 2031, AUSTRALIA
Tel: +61-2-9931-9490
Fax: +61-2-9931-9205
E-mail: admissions@agsm.edu.au
Website: www.agsm.edu.au

AGSM's 16 month MBA program is conducted in Sydney. Traditional classroom teaching is combined with case-based learning in a collaborative environment and amongst a diverse student body to prepare candidates for a range of exciting global career opportunities.

Hult International Business School

Address: 1 Education Street, Cambridge, Massachusetts 02141, USA
Tel: +1-617-746-1990
Fax: +1-617-746-1991
E-mail: admissions@hult.edu
Website: www.hult.edu

Hult has a long history of innovation and excellence in business education since 1964 with a 95% International study body. Hult offers a top ranked one-year MBA program and is ranked #1 in Post-Graduation Salary Increase by Economist Intelligence Unit.

IE Business School

Address: Maria de Molina 13, 28006 Madrid, Spain
Tel: +3-915-689-600
Fax: +34-915-689-710
E-mail: info@ie.edu
Website: www.ie.edu
Name of MBAs (3 MBAs): International MBA, Global MBA, and International Executive MBA.

IE Business School was founded by a group of entrepreneurs. Earning itself a reputation for innovation and quality, its MBA programs consistently rank amongst the top MBAs in the world.

Master of International Management Program at Portland State University

Address: Portland State University, School of Business Administration / MIM Program PO Box 751, Portland, OR 97207, USA
Tel: +1-503-725-2275 / +1-800-879-5088
Fax: +1-503-725-2290
E-mail: mim@sba.pdx.edu
Website: www.mim.pdx.edu

The Master of International Management (MIM) program at Portland State University's School of Business Administration has been granting AACSB accredited degrees in international business with a focus on Asia and the Pacific Rim since 1996.

McGill University MBA Japan Program

Address: Sophia University, Building 4, Room 182, 7-1 Kioi-cho, Chiyoda-ku, Tokyo 102-8554
Tel: 03-5215-1383
Fax: 03-5215-1383
E-mail: office@mcgillmbajapan.com
Website: www.mcgillmbajapan.com

A world-class, English-language program delivered on weekends, structured to allow students to complete an MBA majoring in International Business Management, General Management, or Finance while maintaining full-time employment.

Monash University

Address: Monash University, Secretariat and Academic Governance Unit, PO Box 197, Caulfield East VIC 3145, Australia
Tel: +61-3-9903-2622
Fax: +61-3-9903-2755
E-mail: MBA@BusEco.monash.edu.au
Website: www.buseco.monash.edu.au

The Monash MBA is general in nature and includes a wide range of disciplines of study within the business and management areas of leadership, marketing, accounting, finance, business law, etc. The Monash MBA core curriculum is designed to provide students with all the necessary tools and techniques to effectively lead and manage an organisation

Nyenrode Business Universiteit

Address: Peter Amaczi, Straatweg 25, P.O. Box 130, 3620 AC Breukelen, The Netherlands
Tel: +31-346-291-708 **Fax:** +31-346-264-204
E-mail: p.amaczi@nyenrode.nl
Website: www.nyenrode.nl/imba **Skype:** amaczipeter

Nyenrode is amongst the oldest business schools in the Europe. The 13-month intensive International MBA program is designed to prepare graduates to excel in any business environment. This general management MBA is especially well-suited to those looking to examine opportunities for corporate entrepreneurship, leadership, and ethics in today's international marketplace.

Southampton University

Address: School of Management, University of Southampton, Highfield, Southampton SO17 1BJ, United Kingdom
Tel: +44-23-8059-3076
Fax: +44-23-8059-3844
E-mail: mmtmail1@soton.ac.uk
Website: www.management.soton.ac.uk

The University of Southampton MBA is a high quality programme which is both academically rigorous and highly practical. It attracts participants who are diverse in their origins and types of managerial experience, whether they are on our Full-time or Executive stream.

Temple University, Japan Campus

Address: (Azabu Hall) 2-8-12 Minami Azabu, Minato-ku, Tokyo 106-0047 (Mita Hall) 4-1-27 Mita, Minato-ku, Tokyo 108-0073
Tel: 0120-86-1026
Fax: 03-5441-9811
E-mail: tujinfo@tuj.ac.jp
Website: www.tuj.ac.jp

Temple University, Japan Campus (TUJ) was established in Tokyo in 1982 as the branch campus of Temple University, of Pennsylvania, U.S.A. TUJ was designated as Japan's first Foreign University, Japan Campus by the Ministry of Education in February, 2005.

Tulane University Freeman School of Business

Address: 7 McAlister Drive, New Orleans, Louisiana 70118, USA
Tel: +1-504-865-5410
Fax: +1-504-865-6770
E-mail: MBA@tulane.edu
Website: www.freeman.tulane.edu

Opportunities await in one of the world's premier MBA programs. The MBA features intensive core courses delivered in a team setting and electives that build on your potential. Global Leadership classes delivered on three continents, and a challenging strategy series create, for the Tulane MBA, a unique MBA experience.

University of South Dakota

Address: U.SD School of Business, 414 E. Clark Street, Vermillion, SD 57069, USA
Tel: +1-605-677-5232
Fax: +1-605-677-5058
E-mail: mba@usd.edu
Website: www.usd.edu/business/mba/

As the only AACSB International accredited MBA program in the State of South Dakota, it is designed to meet the needs of modern businesses for broadly educated management personnel who possess a generalized point of view, flexibility to respond to a changing environment, and a high degree of analytical skills.

York University, Schulich School of Business

Address: 4700 Keele Street, Toronto, ON M3J 1P3, Canada
Tel: +1-416-736-5060
Fax: +1-416-650-8174
Email: admissions@schulich.yorku.ca
Website: www.schulich.yorku.ca

Schulich's diverse, innovative and highly relevant MBA develops strong management generalists with specialized skills and knowledge in foundations of management, specific industries or special topics.

Hult MBA Program Presentation

Hult International Business School MBA program will hold an information session at the International House of Japan on Monday March 19th, 2007. This information session is free to attend. Please come to hear more about Hult from Hult's Recruiting Directors and some of the success stories from Hult Japanese alumni.

Venue details:

Date: March 19, 2007

Time: 19:00-20:30

Location: International House of Japan, Room 2-3

To attend and secure your seat for this event, please contact **Global Daigaku.com:**

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http://www.hult.edu