



**Learn from TOP INDUSTRY  
professionals how to max out  
your business skills**

# **EXECUTIVE MBA**

20 months

Part time

Practice-oriented approach

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01

ABOUT THE EXECUTIVE MBA

We recognize in each student the inner spark, we then provide knowledge and reinforce character by bringing the students together with professors and peers who share our values, so in the end the graduates become the change agents our businesses and community need.

The Executive MBA is a part time program, taking place over weekends (Saturday and Sundays), every other weekend, in Bucharest. Presence at the courses is mandatory, physical (when this is possible) or online (when physical presence isn't safe).

Being an MBA program for working professionals, the **BISM Executive MBA is less about exams, but more about individual, applied assignments.** Usually, for each course you complete both group and individual assignments focusing on actual problems of an organization which you can apply to your own organization. This not only helps you to put your knowledge into practice, your company benefits from your knowledge right from the first course.

## WHAT CAN YOU EXPECT FROM AN EMBA?

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- A program for working professionals, with projects and assignments focusing on solutions which you can apply to your own organization
- A line-up of lecturers that have been in your shoes and teach from their own experience on the Romanian market
- A network of senior managers, investors, entrepreneurs, in diverse industries, having the same challenges as you do
- A selection of courses that develop both your personal and professional skills, acting as a catalyst for personal growth

## WHAT IS AN MBA DEGREE AND WHAT DOES IT OFFER YOU?

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MBA stands for Management in Business Administration and it is a degree offering you a 360 degree view on a business. It helps develop skills required for careers in management and business, with most MBAs having courses on finance & accounting, marketing, supply chain or logistics, economics and business strategy. On top of that, a range of soft skills are also developed, such as developing innovation, people skills, corporate ethics, leadership and others.

**But what makes an MBA different to other courses or learning opportunities and what does it offer you?**



Image from previous MBAs

## **PRACTICAL LEARNING ON ALL BUSINESS ASPECTS**

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Most MBA degrees recruit students based on their profiles and a minimum of 2 years work experience is often a requirement. This means that the information presented during the courses will assume a basic understanding of businesses and their processes, which makes the classes medium to advanced level.

On top of that, some MBAs, especially executive ones, will require several years of management experience. **These prerequisites will set the stage for a degree in which you and your peers have a similar level of business knowledge**, although your industries and backgrounds will be diverse. It is also a great environment for peer to peer learning, where your colleagues inspire you with their stories and their know-how.

Plus, **MBA teachers are experienced practitioners**, investors and business owners, so the courses are based on their practical experience from real life examples, topped with knowledge from business books. In MBA degree projects, you will work with your team on real life examples and be evaluated as you would be in a business setting.

These all lead to a better understanding of business concepts and departments, inspired by the way companies operate their real, day to day activity.

# USEFUL SKILLS FOR BOTH THE PROFESSIONAL AND INDIVIDUAL SIDE

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Whilst the MBA degree will give your CV a boost in front of other professionals, this should not be the main reason you study for it. The combination of classes, projects, colleagues from diverse backgrounds and experienced professionals as teachers will, most probably, be a transformational experience both personally and professionally.

**Any skills you develop to become a better professional and manager will impact your day to day life**, in situations like how you give and accept feedback, prioritising and even work life balance.

The program also gives you a bird-eye view on the business, giving you a better understanding on the different departments involved in running the organisation: finance, marketing, strategy, business development, logistics, HR. **Knowing how they are connected supports better management decisions and is paramount for those aspiring to be better leaders.**



Images from previous MBAs

The program is also valuable for those starting their own businesses. As an entrepreneur /founder of a business, you will recruit and supervise all areas of the business, so your knowledge in the different departments will make a huge impact on how well your start-up performs.

MBA degrees offer a mix of learning, networking and sharing, with a dash of fun and, as you would expect, all this requires time and effort from your side.

# A NETWORK OF CONTACTS WITH DIVERSE PROFILES

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Based on the profile of the MBA degree (whether it's full time or part time, concentrated on a specific subject or general, executive or not), there will be a certain profile of student, which will include work and/or management experience, as mentioned before.

However, **the industry they come from, the department they work in or working in a for-profit or NGO will differ a lot, meaning you will meet a mix of complex people.**

Throughout the program, you will spend a lot of time together, in classes, in projects, in parties and other informal meetings, so you'll get to know them well. As experience of other MBA alumni has shown, **your colleagues are very likely to become business partners, co-founders of a start-up and friends.**

Moreover, **the alumni network of the business school offering the MBA degree will mean you will also have access to students from other years.** Throughout events and community meetings, you can tap into an even larger network than your class, including more opportunities for business partnerships and cross-industry know-how.



Image from previous MBAs

# CURRICULUM

COURSES - FOUNDATION	LECTURER
Accounting for Managers	Laura Ipacs
Economics for Managers	Aaron Johnson
Finance	Joy Chan
COURSES - CORE	LECTURER
Leadership & Organizational Behavior	Adrian Stanciu
Managing Cultural Diversity	Adrian Stanciu
Global Corporate Strategy	Sergiu Neguț
Marketing in a Global Context	Mihai Bonca
Global Supply Chain Management	Ed Weenk
Change Management	Mircea Țiplea
Entrepreneurship	Andreas Antonopoulos
Decision-Making Tools	Khaled Wahba
Research Methods	Terry Kakeeto-Aelen
Digital Transformation	Vladimir Oane
Corporate Responsibility & Ethics	Steven van Groningen
COURSES - FOCUS	LECTURER
Critical Thinking	Radu Atanasiu
Applied Innovation	Magda Ropotan
Leading with a Story	Cosmin Alexandru
Boardroom Executive Simulation	Istvan Kocsolade
Final MBA Assessment: Master Thesis or BCP Project, or Business Plan	





# 02

**6 REASONS TO BECOME AN EMBA  
STUDENT IN 2021**

The always changing technology landscape, the always on mindset, the entering in the workforce of millennials and a crisis on top of all that – these all have a profound impact on leadership. The business world is continuously changing, which in exchange requires a combination of hard skills and soft skills leaders should develop to stay in touch. More so, in a crisis, leaders are the ones who steer the ship towards stability & growth.

Experience is probably the best way to develop leaders, but it takes time. So does an Executive MBA, but its structure and faculty ensure learning is accelerated and it helps you re-learn and re-invent the good principles in leadership, business and life, while also showing you an insight into the steps to take when the environment is unstable. It also gives you a great network to enhance your learning and to build new contacts.

If you've considered it, but aren't sure or if you've just started looking into studying an MBA, we've put together 6 reasons you should become an EMBA student in 2021:

### 1 You become a better professional, a better leader, a better entrepreneur.

The world's biggest professionals and thought leaders agree on one thing: learning never ends. Our executive program helps in 2 ways: offers you a 360 degrees view of the business, so you can identify the incoming challenges and gives you new methods and instruments to approach them.

Most managers haven't even had formal training before leading teams, as they have been promoted from being exceptional professionals. The EMBA combines classes focusing on developing both the hard and soft skills today's leaders need, such as organizational behaviour, corporate strategy, finance, innovation, decision making, crisis management, remote team management and more.

### 2 Become part of a community with active and innovative leaders.

You will meet (in a virtual or live environment, based on what the situation allows) & network with a wide range of professionals. This happens not only in your course, but also in our Alumni community, facilitating new learning, networking and business opportunities.

Our students are business leaders with an average work experience of 11 years and entrepreneurs, skilled in building businesses from the ground. 86% of them lead teams and more than half are decision makers in their businesses. Coming from a diverse range of industries (each group sees around 10-15 different industries), their experiences vary greatly and they bring new insights to the group projects and learning interactions.

### 3 Learn from the experience of our professional faculty.

Our faculty is formed of experienced investors, bank CEOs, entrepreneurs, consultants & business leaders, who can also walk the talk. **They are active in growing Romanian companies of all sizes, with a sound understanding of the regional culture and business environment.** They've been in your shoes and know more about businesses that you can read in a book. They are also living their second crisis, so they know what helps in uncertain times.

The courses often include case studies or even the presence of a business leader, who will share from their experience and challenge your way of thinking, like the Global Corporate Strategy course did for the RO9 students.

#### **4 Learn the cool way.**

We meet for extended weekends (Friday-Sunday) every 3 weeks and we develop group projects, business plans and even create pitches that are then presented to investors, as part of our courses.

The group projects, exams and experiences challenge you to go outside of your comfort zone and learn not only from the lecturers, but also from your colleagues. Plus, the know-how is practical, meaning you can apply it to your business right after the class.

#### **5 Get an international outlook.**

The BISM EMBA blends in the local know-how with an international outlook. It hosts international lecturers from universities based in Canada or Singapore and includes classes taken in Maastricht, The Netherlands and Prague, Czech Republic – based on travelling to these destinations being deemed safe.

The degree you receive at the end of the program is also offered by Maastricht School of Management Netherlands in a ceremony taking place in Maastricht at the end of the second year of the MBA, right after your thesis defence.

#### **6 There's no time like the present.**

You may have been thinking now is not the time, but there really is no time like the present. Companies and business leaders across the world have learnt, the hard way, the opportunity costs of a missed chance at the right time (you bet Nokia is hoping they researched the touch screen technology when it was just starting).

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# WHY STUDY AN MBA IN UNCERTAIN TIMES

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**Sergiu Neguț**

Associate Dean for  
Entrepreneurial Growth

Naturally, in uncertain times (like the crisis that was just ending when studied my MBA), even if you have the same real costs, the opportunity cost is lower. You don't get the same salary increase and best jobs when companies cut costs. So, you win more by gaining a different sort of wealth—knowledge.

The paradox of this special context is that the Opportunity cost doesn't decrease. Markets reinvest themselves in such a major way, that you have to be ready to snatch new opportunities. This training means Strategic Choice in uncertainty, VUCA. It means Decision Making, Critical Thinking, but also Storytelling, Finance, Digital Transformation.

And yes, this is what you learn about in a (good) MBA.



**Adrian Stanciu**

Associate Dean for  
Knowledge and Leadership

We live in the biggest uncertainty state we've experienced in the recent past. With each new month, the future develops under new coordinates, different from the ones that seemed clear just a month ago.

In order for the dynamic and agile allocation of resources to generate growth, and not chaos, we need a sound understanding of fundamental principles and to correctly identify strategic priorities.

The mission of an MBA program in these times is to prepare attendees to do this and to apply during the week what they learn in the week-end. If you want to talk in financial terms, an MBA is an investment for the future.



**Radu Atanasiu**

Lecturer of Critical  
Thinking

I believe that, for those who can do this, an MBA studied this year in parallel with starting a business or a dynamic career, means gaining double the experience.

There are 2 types of focuses, described by E.T. Higgins. Prevention focus is defensive and reactive ("we must do this, or else...") and promotion focus is constructive ("we want to do this..."). The current context, demands, obviously, a lot of preventive focus. But we shouldn't exclude the promotion focus either.

We live in times that are perfect for a promotion focus on ourselves, in which we can grow professionally and personally.



03

MEET THE TEACHERS FOR OUR  
MANAGEMENT PROGRAMS





Image from previous MBAs

“It is necessary for you to learn from others’ mistakes. You will not live long enough to make them all yourself.”

– Hyman Rickover, US Navy Admiral.

The best managers and leaders know this: it’s not enough to learn from theory, practice is the one that really sticks with you. Of course, this is extremely relevant for executive programs, meant to give leaders insight into what works best for their teams and companies. In other words, don’t tell me what to do, show me how others have done it and what they’ve achieved.

Any proficient learning experience will blend in theoretical and practical knowledge, which is a common feature of our Executive MBA and Fast Track Management Program lecturers. Not only have they studied thoroughly articles, research papers, books, processes and models, but they’ve also implemented them in tens of organisations, as senior-level managers or consultants.

But let’s see who the lecturers of our management programs are, what they teach and where can you meet them outside the programs.

## WHO ARE THE LECTURERS?

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The course range for our programs is diverse, so it would be hard to make an all-encompassing article about all our 20+ lecturers that does justice to each of them. So, we’ve made a selection of a few lecturers, which we’ve tried to group by topics. The selection was no easy feat, which is why we also invite you to check out the full EMBA and Fast Track faculties here: <https://bism.ro/the-faculty/>

# CHANGE & CRITICAL THINKING

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Regardless of the industry and size of an organization, people are at its core. Be they customers, partners or team members, each company is built on the foundation of people. This is why a leader must have strong inter-personal and soft skills, in order to be successful.

**Adrian Stanciu**, our Associate Dean for Knowledge & Leadership specializes in organizational culture management and change. He is one of the co-founders of BISM, from over 10 years ago.

In the professional field, his work touched more than 50 organizations, large or small, in Romania and other countries, and many hundreds of managers and leaders whilst consulting on organizational development or coaching top executives.

Adrian is a lecturer on Leadership & Organization Behaviour, Managing Cultural Diversity and co-lecturer on Change Management for the EMBA and Leading People & Organizations for the Fast Track Management Program.



**Radu Atanasiu** is the Adjunct Lecturer for Critical Thinking and has been a BISM lecturer for the past 6 years. Radu's course is unique in topic and approach and he's shared his experience internationally, with tens of thousands of students through the online open course Critical Thinking – Reason and Fair Play in Communication. Radu is also an angel investor in start-ups like 2Performant, SmartDreamers and Evertoys, a business founded by 2 EMBA alumni.

Radu is also a frequent speaker and contributor for business events and publications. He talks about why we make bad decisions, why we stick to our opinions and how biases influence decision-making in businesses.

Radu teaches Critical Thinking in both the EMBA and Fast Track Programs.

# BUSINESS ENTREPRENEURS & SENIOR EXECUTIVES



**Sergiu Neguț** is the Associate Dean for Entrepreneurial Growth and Adjunct Lecturer of Entrepreneurial Business. He is also a co-founder of BISM, so he's been involved in the school's MBA for over 10 years now.

Sergiu's experience is diverse and includes being an Angel Investor, Board Member or CEO Advisor for a number of local businesses. Until the end of 2011, Sergiu has helped expand massively what is now known as Regina Maria, the Private Healthcare Network.

At the moment, he is a Board Member of 2Performant, Euro IT Group and Softelligence, whilst also being the co-founder of a rapid growth fintech startup, FintechOS.

Sergiu teaches Corporate Strategy and is a co-lecturer of Change Management for the EMBA and Managing Growth Through Innovation for the Fast Track Management Program.

We do mention walk the talk, so how could a faculty be complete without an acting senior executive too? **Steven van Groningen** is the president and CEO of Raiffeisen Bank Romania since 2002 and a former Olympian rower. He is an activist, cyclist, photographer, rocker and a blogger on his website. He teaches Corporate Responsibility & Ethics in the EMBA program. He believes companies should have a responsibility to create value.





## FINANCE FROM SINGAPORE

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All the lecturers have international experience, but no one joins the MBA from as far as Singapore, like **Joy Chan** does. She is now a full time lecturer at Central European University in Budapest and has held senior positions in the Inland Revenue Authority of Singapore, Trade Development Board in Singapore, the Ministry of Trade and Industry in Singapore, and more recently at KPMG Central and Eastern Europe. Joy teaches Finance for the EMBA program and Financial Intelligence for Fast Track Management Program.

## HOW CAN YOU MEET THEM?

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If you're not thinking ok, this sounds great on paper, but what about in real life? The good news is you have plenty of opportunities to meet the lecturers, talk to them and even attend one of their courses. We frequently run MBA open courses and masterclasses, where one of our teachers gives a teaser of his EMBA or Fast Track class.

Check out the schedule of all our events and classes on our events page:  
<https://bism.ro/events>



Image from previous MBAs

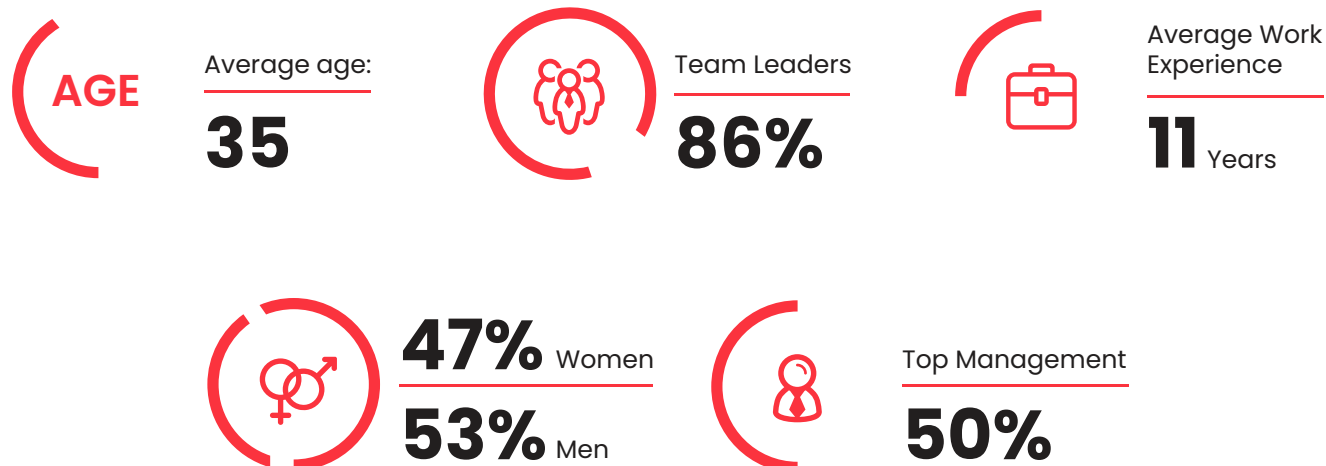
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**04**

**STUDENT PROFILE**

Our alumni are an essential part of our school. They are our ambassadors and their work speaks volumes of what we, at BISM stand for in the world. We feel very fortunate for all who have stayed involved with the school.



**Previous students represent a wide variety of companies, from multinationals to SMEs and entrepreneurial organisations:**

- |                          |                             |                           |
|--------------------------|-----------------------------|---------------------------|
| 2performant              | Gecad Net                   | Raiffeisen Bank           |
| Adamo Business           | Grup 7                      | RawBite                   |
| Albalact                 | GSK                         | Re:Rise                   |
| Ameropa Romania Services | Habitat for Humanity        | ROMATSA                   |
| Artesana                 | Hyundai Motor Company       | Romcarton SA              |
| Banca Transilvania       | IBM Romania                 | Romtelecom                |
| Biodeck                  | Ikea                        | Rubik Hub                 |
| BRD - Societe Generale   | ING Bank                    | Saga Film                 |
| BT Capital Partner       | Johnson & Johnson           | Sc Star Foods EM SRL      |
| Citibank Europe          | JW Marriott Bucharest grand | Signal Iduna              |
| Club Moving              | Hotel                       | Telekom Romania           |
| Creditfix                | KPMG Romania                | Tiriac Holdings           |
| Damen shipyard           | LadyFit gym                 | Tuca Zbarcea & Associates |
| DentEstet                | Merrill Corporation         | UniCredit Tiriac Bank     |
| Domarcons                | OMV Petrom SA               | Vimetco                   |
| Easy Data Integration    | Orange                      | Vodafone Romania          |
| EDUCATIVA                | Policy Center               | Waikiki                   |
| Elegance Décor           | Pro Bike                    | Wall-Street               |
| eMag                     | Procter&Gamble              | WatchShop                 |
| Europa Cinemas           | Prodplast                   |                           |
| evoMAG                   | PsihoSolutii                |                           |
| Funky Citizens           | Raficon Buzau               |                           |

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**05**

**WHY CHOOSE AN EMBA AT BISM**



Any product manager, marketing professional and CEO had a question in mind at some point (or always): why do people choose our brand? Ultimately, the goal of every business is to build and sustain a client base, without which you would go bust.

We're a business school, so we always ask ourselves business questions, one of which was why would someone study an EMBA at BISM. But since we would be subjective, we turned to our alumni to find out from them. We conducted a survey on our community and discovered what made them choose an MBA and why they opted for BISM, specifically. Here is what they said:

## **PRACTICAL APPROACH AND ENTREPRENEURIAL MINDSET**

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Ask any of our alumni about our Executive MBA program and at some point, they will tell you something about its practical approach or entrepreneurial outlook. It's no wonder, since our teachers are all industry practitioners first, then members of the academia. Of course, **reading books and articles is a great way to learn, but we all know there is no "one size fits all" in businesses.**

The experience of implementing the systems can be even more valuable than the theory of it, especially when this comes in businesses active on the local market. **Our lecturers are management consultants, business executives and investors, all involved in growing Romanian companies of all sizes, with a sound understanding of the regional culture and business environment.**

For example, Sergiu Neaguț, our Associate Dean for Entrepreneurial Growth, has grown businesses like Regina Maria, FruFru and is currently scaling the FintechOS start-up locally and globally. Radu Atanasiu, Adjunct Lecturer of Critical Thinking angel investor in some promising start-ups like 2Performant, SmartDreamers, and Evertoys, while also running critical thinking workshops for companies. And the list goes on.

We've written more about the experience of our EMBA lecturers on our [blog](#).

**Why is an entrepreneurial mindset relevant for all business leaders, including those not planning to start a company soon?** Because many of the concepts apply for intrapreneurial projects as well, without which companies can't grow. Building a new team, embracing new technology or launching a new product are all challenges of entrepreneurs and managers alike. Large companies can't afford to be slow if they want to continue growing, which is why they reap the benefits of developing an intrapreneurial team.



Mihai Rotaru, Deputy Head of Legal at Banca Transilvania said he chose the MBA “because I found it as a very provocative exercise in development, re-learning and re-inventing of good principles for life, leadership and business. BISM came as a natural choice, being recognized on the market by people I trust as the most applied MBA program in Romania”.

## DIVERSITY OF ATTENDEES

You learn a lot of new things from your peers, but you learn even more from those with experiences that are complementary to your own. Over the years, our students included C-level executives, managers from all business departments, lawyers, government representatives, entrepreneurs, psychologist and even a Patriarchal Counsellor. Not to mention the diversity of industries, each with its own specifics but all governed by similar business principles.

**The BISM Executive MBA adds a lot of emphasis on peer-to-peer networking and experience, because we believe you learn as much in class, from your colleagues, as you do from your lecturers or through individual study.** This is one of the reasons why the program kickstarts with the Discovery Camp, a week-end far from Bucharest where MBA students get to know their colleagues, so that they are already able to draw on each other's unique strengths and experiences from the first class session.



Over the last 10 years, we've seen a lot of examples of former colleagues that start business together, develop partnerships and expand their businesses into new verticals, with the help and support of other alumni.

Ogun Vehaplar, Senior Relationship Manager at Access Financial Services said he chose the EMBA “to develop myself, to increase my awareness and to trigger my continuous learning behaviour. I chose BISM mostly because of its local presence to develop my network with good quality people from different industries with different backgrounds while I am learning new things”.

## COOL LEARNING EXPERIENCES

Our experience in the local business environment has shown us that most times, managers are picked from top performers, with limited formal training. You're good at finance? Great, then you can manage the department and ensure reach of financial objectives for the entire business. We'll show you the systems and have 1-on-1s. You'll understand things from doing because you're a fast learner. **Which can work well, but if you top it up with formal education, it can work extraordinary.**

The managers and entrepreneurs studying an MBA would get bored quickly if they had to sit through hours of lectures and individual reading, which is why we ensure the learning experience is enjoyable and dynamic. For example, the Entrepreneurship course has a different type of exam.

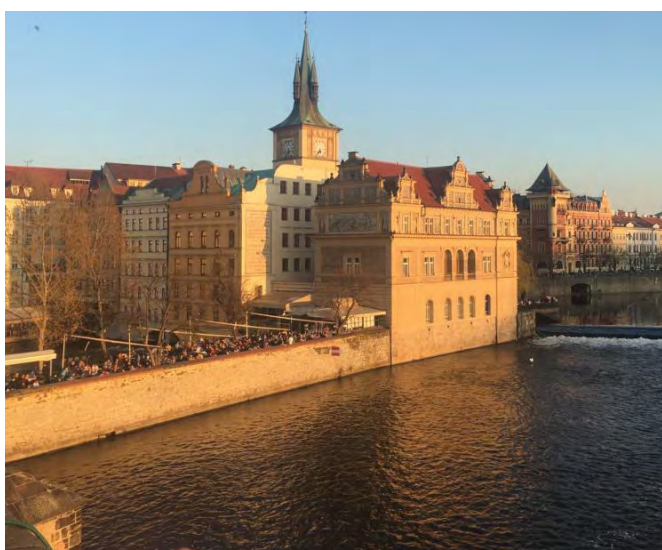
**Instead of asking you to reproduce things from memory, you create a business plan for a new business, which you then pitch in front of a committee of angel investors.** The feedback that you receive for the pitch offers insight into the business plan, strategy and implementation and has even given birth to businesses in the past.

# INTERNATIONAL OUTLOOK

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Last, but not least, the BISM EMBA blends in the local know-how with an international outlook. Some of the lecturers are joining the course from universities based in Canada, like Khaled Wahba, (Adjunct Professor of Management) or from Singapore, from where Joy Chan (Senior Adjunct Lecturer of Finance) started her professional career. **Others, like Steven van Groningen, CEO of Raiffeisen Bank Romania and Adjunct Lecturer of Business Ethics, are cycling to classes from their home in Romania, his now adoptive country for over 25 years.**

Plus, classes take place in The Netherlands, with 3 weeks of courses happening at the mothership, Maastricht School of Management each year of the MBA. Here, they get to meet fellow students and teachers from The Netherlands, expanding their international network.



Picture from Prague, where the Entrepreneurship business pitch took place in the last 4 years.

Ovidiu Goran, Lawyer at Ovidiu P. Goran – Cabinet de avocat says he chose the BISM MBA due to “the teachers and Maastricht partnership”, which have helped him grow his own business.

**By the end, the experience of each of our 250+ alumni was different, as were the reasons to study the BISM EMBA. Now it's time to create your own experience.**



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06

FEES



The Executive MBA is an investment in your business future, with alumni transitioning to international roles, senior management position and even deciding to start their own businesses.

Image from previous MBAs

## FEES & SCHOLARSHIPS

€18,600	FULL PROGRAM FEE, PAYABLE IN INSTALLMENTS
€800	MATERIALS COST
€100	APPLICATION FEE

### What's the ROI from the BISM Executive MBA?

- advance your knowledge and practice of management
- training for better leadership in a dynamic global business environment
- superior insight into all aspects and departments of a business and how these are connected
- networking with other senior executives, in industries like or adjacent to your business
- access to a pool of investors, entrepreneurs and top industry professionals
- a catalyst for personal growth

## FINANCIAL DISCOUNTS

4% Financial discount for in-full advance payment

2% Financial discount for two installments payment, applicable to the second installment

## COMMUTING INCENTIVES

1,000 EUR Commuting for more than 100km to school premises

2,000 EUR Commuting for more than 200km to school premises

## SCHOLARSHIPS

1,500 EUR ACCA/CFA Graduates

2,000 EUR Entrepreneurs

3,000 EUR GMAT Score over 700

1,000 EUR Alumni & Students scholarship initiative\*

3,000 EUR Founding Partners scholarship (4 scholarships)

15,000 EUR For public or non-profit sector (2 maximum)

**! Scholarships accumulate up to a maximum of 5,000 EUR.**

**\*Except the Alumni & Students scholarship that is applicable even after the threshold of 5,000 EUR is reached.**



Image from previous MBAs

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# 07

## HOW CAN YOU FUND YOUR MBA



Image from previous MBAs

You've decided to study an MBA, did the research into different programs and chose the one that's right for you. Next, it's time to consider funding options, since the costs usually reflect the complexity of the course.

If you're already convinced an MBA is worth the time and effort, you know the value of the course is clear and is later shown in your life. The course is frequently associated with increased revenue for alumni (either through salary or income from a start-up), access to senior management positions and personal development. The MBA can be seen as an investment in yourself, on both the professional and personal level.

**If you're not sure whether an MBA is right for you, we've written about this previously on our blog.**

However, with tuition fees in the region of €19,000 for the full program, you need to put in place a plan to ensure you're prepared. Here are a few funding options to take into account for your MBA degree:

## COMPANY FUNDING

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This is a common practice among professionals looking to upgrade their management skills. Their companies support the MBA cost which is usually covered from the L&D or training budget. Usually, there will be an agreement between the organization and the professional that they will continue to work for the company for a specific number of years. Otherwise they can be asked to return the MBA program cost.



Image from previous MBAs

Since the MBA prepares students for better leadership and offers superior insight into all aspects and departments of a business, this can open new doors, towards higher management positions. If you're already a senior manager or C-level executive but think there are areas you can improve on, an MBA can help fill those gaps.

Professionals promoted to leadership positions are frequently great technicians, but they also need proper training in understanding the bigger picture of the company, becoming a good leader, assessing risks and creating opportunities.



**What to do:** If this is your chosen career path, be prepared to create a business case that will show the value the company can get from you as an MBA graduate.

Check out the curriculum of your chosen program and understand how it will advance your business know-how. Include a list of hard skills and soft skills you expect to improve over the course of the classes. Look for testimonials of other students or try reaching out to them directly and ask about their experience, which can help in shaping a picture for yours as well.

## SCHOLARSHIPS

Depending on the business school providing the course you're interested in, there might be different scholarships available, which can be merit based or incentives for different categories. The important aspect is that you are a fit for the program and that it matches your objectives and plans for the future. After that, you can find solutions together with the school to help you plan the fees schedule and access scholarships. For example, at BISM, we offer several BISM scholarships and financial discounts.

Financial discounts are based on the number of installments you pay the tuition fee in. The full rate, for the 18 months of the course is €18,600 and this can be paid in one or multiple batches.

In-full advance payment offers a discount of 4% and 2 installment payments one of 2%. Plus, there is also an Early Bird fee, for students who enroll before a specific date [\[check our fees and scholarships page for up to date info\]](#).

Plus, we offer incentives for merit, for our partners, alumni and to help cover large commutes. The highest scholarships are offered for the public or non-profit sector, with a value of €15,000 discount. This makes the total cost for the 2 year program only €3,600 and is available for only 2 professionals each year.

Then, the next 2 biggest scholarships are for GMAT scores of over 700 and for referrals from our funding partners (a maximum of 4), of €3,000 each. Our alumni also benefit from a €1,000 scholarship they can offer to a colleague or a friend.



**What to do:** Create a funding plan and consider any scholarships or incentives you may be eligible for. You can see the full list of scholarships and incentives on our [fees & scholarships page](#).

## SAVINGS

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If your company's L&D budget is too small for an Executive MBA, but you want to study the course sooner rather than later, you can access savings to cover the costs.

Specifically, the Executive MBA is aimed at professionals with management experience, which usually involves a salary above average too. This can help you save money for your personal and professional development.

One of the benefits of an EMBA is training on both soft and hard skills for better leadership in this dynamic global business environment. This will upgrade you as a professional and manager, pushing you forward in your company or if you decide to pursue a new career path.

An EMBA is not only of professionals working in large companies. Part of our students are entrepreneurs who have managed to set up a business and are now looking for formal education that will help take their businesses to new levels, like scale up or go international. They understand the value of education and make an investment in themselves, just like they would in a business, to obtain the best outcomes they can.



**What to do:** Before deciding to invest your savings in an MBA, check your personal finances and future plans. Understand if there are any gaps you need to fill and how will you do this. Will scholarships cover them or do you need extra help? Discuss with your family or significant other if you need to get their support on board.

If you've decided the MBA is right for you now, then there is a way for you to study it. Hundreds of students have fulfilled their dreams before you and are rooting for you.

**Our 12th EMBA intake starts on 19 November 2021 and we are currently filling up places for it. Check out the admission process on our website: <https://bism.ro/emba/admission/>**

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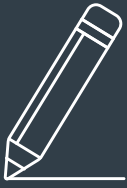


# 08

## ADMISSION AND APPLICATION REQUIREMENTS



## Applicants must meet the following requirements:



- Undergraduate degree (or higher);
- Minimum of **seven years** of relevant work experience;
- Minimum **five years** of managerial and leadership experience;
- Proficiency in written and spoken English.

## ADMISSION STEPS

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- 1** Interview with program manager, to see if the EMBA is the right fit for you now
- 2** Online application
- 3** Attend an EMBA module, alongside with our current EMBA cohort
- 4** Interview with an Alumna/Alumnus

**The Graduate Admissions Board will make a decision based on the candidate's and overall achievements and goals. We will inform you of the Admissions Board's decision as soon as possible.**

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To get a taste of the experience, attend one of our EMBA courses. You will join us for a half day of the class, giving you the chance to meet the lecturers and current students. We have limited places for guests per each course, so please email [laura@bism.ro](mailto:laura@bism.ro) to check for availability.

# FREQUENTLY ASKED QUESTIONS ABOUT MBAS

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## 1 What is an Executive MBA?

An Executive MBA (or EMBA) is a program aimed at professionals that can demonstrate management or leadership experience. Being targeted at business professionals, these are mostly part-time MBAs, to accommodate around work schedules. BISM's EMBA takes place during weekends (Saturday and Sunday), every other weekend.

Being a program for working professionals, the BISM Executive MBA is less about exams, but more about individual, applied assignments. Usually, for each course you complete both group and individual assignments focusing on actual problems of an organization which you can apply to your own role and company. This not only helps you to put your knowledge into practice, your company benefits from your knowledge right from the first course.

BISM's EMBA is being offered jointly by Maastricht School of Management and the degree conferred upon successful participants will be awarded solely by Maastricht School of Management, based in Netherlands.

## 2 Can you study for an MBA if you're a busy professional?

It depends on your priorities, but if you want to study for an MBA, you can definitely fit this around your work (and personal life) schedule.

Throughout MBA programs, there are students who are full-time working professionals, directors, VP, CEOs and even working mums. If you think an MBA is valuable for you, you will be able to adapt your schedule to ensure minimal disruption to your regular schedule, but also that you make the most out of your time in business school.

## 3 How long is the EMBA program?

The BISM EMBA Program takes 2 years, with a break over the winter holidays and over summer. The EMBA kicks off mid-November each year, with only one intake per year. Students begin classes with a week-end far from Bucharest, called Discovery Camp.

During the 3 days of the Discovery Camp, we encourage attendees to discover their strengths, weaknesses, limits, capabilities, fears and hopes. Since the value of a world-class MBA is greatly depended upon the other students in the program, the Discovery Camp also provides the platform for attendees to make this discovery along with those colleagues who will not only be joining your MBA class, but will also be an instrumental part of your lifelong network. It's a great opportunity to get to know the other students in the MBA.

Classes then continue every other weekend for the next 2 years until the Final MBA Assessment and graduation in Maastricht (Netherlands) in September. The MBA Assessment constitutes of a Thesis, BCP Project or Business Plan and will be defended in front of a commission of your EMBA lecturers.

## 4 How much does the EMBA cost?

The BISM EMBA cost is €18,600 for the 2-year program, payable in instalments. There is also an extra cost of €800 for materials cost throughout the entire program and a non-refundable €100 application fee.

There are also a range of discounts that apply, as presented in the fees chapter.

## 5 What is the application process?

Your application constitutes of a few document you need to prepare:

- a CV, which showcases your work experience and extracurricular activity
- a copy of your most recent academic diploma
- an essay or letter of motivation
- answers to an application form
- letters of recommendation from your manager or other work colleagues
- payment of an application fee

We also encourage students to have a 1 on 1 meeting with an BISM alumni, which we facilitate. This helps them get more clarity on the program and see if it is right for them.

## 6 Where can I get more info about MBAs?

To find out more about MBAs in general and particular programs, check with:

- **MBA fairs**, that host a range of business schools and their offering. In Bucharest, QS Grad School Tour and Access MBA organise such fairs.
- **MBA programs tutors**, who can tell you more about the curriculum and course structure
- **Alumni of the schools or current students**, who can give you an unbiased look into how the business school they studied at is. You can find these doing a LinkedIn search or browsing the business school's website for details about their students.
- **Business schools' events or open days**, where you can meet tutors, students and other interested candidates. Check the website and/or social media pages of the business school you're interested in for the schedule.

To find out more about the MBA experience, join one of our events, where you can attend a class similar to the ones from the BISM Executive MBA, meet one of the teachers or speak to an alumni about their experience.


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# LET'S MEET

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