

# Is an Executive MBA right for me?

Use the guide to find out if Executive MBA is the right choice for you

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## “Is an Executive MBA right for me?”

Over the years we've helped hundreds of people answer this question.

Executive MBA program is a type of MBA with distinctive characteristics and special value to mid-career professionals on an executive career path who want to continue to work while they earn a degree. We decided to offer this brief guide to the Executive MBA degree to help prospective students become familiar with the EMBA program.

## “What is an Executive MBA?”

The Executive MBA is a specific type of accredited MBA program. It is designed for working managers and professionals, with a minimum of 3 years of work experience, but 11 on average, often including prior management responsibility. The class schedule is formatted to allow students to continue working while they pursue their studies — in fact, the expectation is that they will remain employed in a position that allows them to apply what they are learning while they complete the program. Students also bring their current and prior experience into the classroom to enrich the learning experience of their fellow students. Direct personal interaction in the classroom and in study groups is considered critical to the learning experience.

## “What are the benefits of an Executive MBA?”

- Top Faculty

Executive MBA students are the most knowledgeable and demanding audience that a business school instructor will face in the classroom. Our faculty members who teach in EMBA program have extensive consulting experience in the business world.

- An Outstanding Peer Group

Interacting with other students in the classroom and in study groups is an important part of Executive MBA program. You'll learn as much from the experience and insights of other students as you do from the instructors, and you'll be expected to contribute at the same level.

- Executive Perspective

Mid-career professionals look at the challenges of business with the benefit of experience. They may already have five or ten years in management, so they need a different perspective on the subjects typically taught in postgraduate programs. Executive MBA programs help students look at business problems and opportunities from a CEO's perspective. You'll become knowledgeable about the important concepts of the key business disciplines, but focus just as much on integrating this knowledge with your prior background and experience.

- Collaborative Learning

At the executive level building partnerships, alliances and other cooperative relationships becomes very important. In the classroom and in study groups, you'll test your team building skills and learn to rely on others to help you succeed. Successful Executive MBA students learn how to share responsibilities with each other and take advantage of each others' experience and knowledge for mutual benefit — a skill directly transferable to their work.

- Immediate Applicability

Applying what you learn to challenges and opportunities in the business world is essential to the Executive MBA experience. As an Executive MBA student, the workplace becomes a laboratory in which you test what you've learned in the classroom. You will have opportunities to design projects that allow you to solve real problems you face at work as you complete course requirements. The project which you will be working on with your team is **Business Plan**. During the 22-month program you will be developing an idea and reviewing the business blocks with your mentor. At the end of the program the team will defend their Business Plan project in front of the jury.

This not only enriches your education, but has a positive impact on your performance on the job, building your confidence and business courage.

- Increased Confidence

If you've developed your business skills and knowledge on the job, an Executive MBA program can help you fill in the gaps, learn the language of business and give you a firm grounding in the fundamentals of its various disciplines. Beyond that, COTRUGLI Executive MBA program provides you with strategic perspective, allowing you to view your organization and its environment from the viewpoint of the CEO or chairman of the board. It will also help you develop leadership skills to support your career growth and prepare you for executive responsibilities.

*Kristina Horbec, Mystery Shopping, CEO and owner*

*EMBA 2007:*

*I took everything I possible could that this program was offering during and between the modules. I have learned a lot from faculty, but even more I have learned from experience of my EMBA colleagues. I have gained a lot more then I have expected especially in a filed of HR and personal development.*

## “How can an Executive MBA help me achieve my goals?”

Your career goals evolve throughout your life

Executive MBA can help ground you in the fundamentals of business while building on the knowledge and experience you’ve accumulated to date.

From Manager to Entrepreneur

Nowadays, there is plenty of room for entrepreneurs both outside and inside the corporate environment. If you’re an experienced manager with deep knowledge of a specific field or industry and the drive to start your own business, an Executive MBA could prepare you to launch that enterprise and make your dream a reality. On the other hand, the ability to innovate, to take a new idea or technology and build a successful business around it, is highly valued in the corporate environment today. Many Executive MBA graduates also become successful intrapreneurs within larger organizations.

From One Company or Industry to Another

Broadening your knowledge and polishing your skills in an Executive MBA program could increase the range of career options available to you. An Executive MBA program offers broad exposure to the challenges faced by managers in many companies and industries — background that may prove useful in understanding your customers and your competition, or learn about opportunities with other employers.

Networking

You’ll build a new set of business contacts among your fellow students and the alumni of the program in which you’re enrolled. Students and alumni typically keep each other informed about new career opportunities within their companies and industries.

*Hrvoje Kapetanović, Golf zone, CEO and owner:*

*During two years at COTRUGLI Business School an interaction with my fellow students had a huge impact on me. Being among the people who share my vision of business and face similar challenges, learning and developing through modules deepened my knowledge and widened my perspective and built up my confidence.*

*Being a part of COTRUGLI is a life-style.*

## “Who is a good candidate for an Executive MBA?”

Work Experience

Because the Executive MBA relies heavily on the experience of students enrolled in the program, prior work history is an important factor in the admissions process. Whatever your prior employment, a record of significant achievement is a good indicator of your ability to succeed in an Executive MBA program.

Current Employment

Executive MBA students benefit most if they’re in a position that allows them to apply the knowledge and skills they develop in the classroom. This is likely to be a position with significant management responsibility. Unless they’re self-employed, students most often require the support of an employer in one form or another. Support from a sponsor — typically a top manager or executive — is critical. Executive MBA students may receive

financial support from their employers. Sponsoring companies often use Executive MBA programs as part of their management development or succession planning programs.

#### Career Goals

It's important to define how you expect to use the knowledge and skills you'll develop in an Executive MBA program to further your career goals. Are there specific job opportunities within your company or industry that an Executive MBA would help you qualify for? Do you plan to start your own business? Understanding how an Executive MBA will help you achieve your specific goals will give you confidence in committing to a rigorous program and position you as a successful candidate for admission.

#### Motivation and Temperament

Executive MBA students possess energy, drive and ambition that separate them from the pack. Typically, a high percentage of Executive MBA students are hard-driving, take-charge personalities who are challenged to share leadership responsibilities in study groups and team projects. However, people with creative and thoughtful personalities can also succeed in these programs by drawing on their experience and distinctive strengths. Ultimately, you'll find out if you have the motivation and temperament to succeed by talking with staff, students and alumni.

*Rašeljka Maras Juričić, CEO&Partner, Meritor Media*

*EMBA 2008:*

*After managing my company for eight years, starting the business from the scratch and finding strategic partner, I strongly believe I have chosen right time and right school for my further professional development. By joining COTRUGLI EMBA program I developed myself one step further, both professionally and personally. I gained new knowledge and, what is the most important strengthen my network with many valuable acquaintances and colleagues, with whom I shared my ups and downs during our journey through key business disciplines. This was definitely one of my best decisions which already generated first results. Acquired knowledge is fully applicable in my every day work, which is directly correlated to further prosperity and growing results of my company.*

*Do you need a better proof that my decision to enroll COTRUGLI EMBA program was the right one?*

## “How can I fit this program into my busy schedule?”

COTRUGLI Executive MBA program is designed to make it possible to allow students to remain productive and perform at a high level on the job. Therefore, we have created a schedule to take an average 2 days a months off work. Modules are organized typically from Friday to Sunday once a month. There are some modules that are more intense and take up more preparation time and days off work, but all participants receive a schedule more than one year ahead so they can plan they activities.

Some course content and other services may be delivered online, to allow students to progress in their studies and interact with students and instructors at times that are most convenient to them.

Projects and other assignments may be assigned to study groups where the group can divide responsibilities and delegate tasks to individual members.

Nevertheless, Executive MBA program will demand a significant amount of time and effort from each student. Many report that the experience forces them to become highly efficient in managing their time, and that this is indeed an important skill they develop during the program.

If you enroll in an Executive MBA program, you will have to manage the impact on both your job and your personal life. You can manage the impact on your work by setting clear expectations about your schedule with your supervisor and colleagues, and delegating some of your responsibilities. Managing the impact on your personal life often means routinely setting aside blocks of time for individual study and meetings (real or virtual) with your study group. Because your employer will likely expect you to contribute at the same level on the job, most of the demand will be on your personal time. However, most students find that it's possible to maintain an active and satisfying family life while they're enrolled in an Executive MBA program.

*Zvonimir Seki, Marketing and development Director, Lactalis south – east Europe*

*EMBA 2007:*

*For me EMBA is an exciting, motivating and challenging two-year journey. It wasn't always easy to balance family and professional responsibilities with my curriculum activities, but positive energy among my fellow students carried us all forward.*

*While reflecting on that period, I can conclude that respected lecturers and interesting modules are not only value creators. Knowledge and experience cluster is much wider. Same as I acquired valuable knowledge from lecturers, I also learned through experience sharing with other participants – different people with various business and personal experiences have enriching value. Stimulating discussions about certain subject and business cases many times led us to right conclusions for our professional/private issues.*

## „What does it mean to be AMBA accredited?“

COTRUGLI Business School has joined the group of world's best business schools accredited by AMBA, independent association providing independent proofs of quality and excellence for MBA programs.

**AMBA (Association of MBAs)** operates more than 40 years, with a constant goal to uphold the highest standards of MBA quality in an expanding global market and, subsequently, protect program participants. International AMBA accreditation represents trustworthy and independent assessment of global MBA market.

Here are the criteria crucial for receiving AMBA accreditation:

- Identity of the business school that organizes MBA program
- Quality and references of the lecturers
- Experience and relevance of the participants
- Curriculum comprehensiveness
- Strict examination procedures, and
- Additional factors like networking

AMBA accreditation serves as a guarantee for global quality and excellence of MBA programs. Today, there are **only 155 elite business schools**. These are highly ranked schools such as IMD (Switzerland), IESE (Spain), London Business School, INSEAD (France), SDA Bocconi (Italy) etc.

### *“The Value of Accreditation”*

*Association of MBAs accreditation represents the highest standard of achievement in postgraduate business education and is earned only by the best programmes.*

*Students, faculty and employers recognise that our accreditation is an assurance of quality.*

*For **students**, the decision to take an MBA represents a major commitment, both in terms of time and money. In a crowded and complex market, our accreditation provides a reliable list of meticulously tested programmes and ensures that students' investments are rewarded with the finest business education available.*

***Employers and top business recruiters** looking to acquire the best managers and future business leaders know that graduates of our accredited programmes have received the highest quality – and most relevant to the changing demands of the business world – management education. To recruit a graduate from one of our accredited programmes is to recruit top talent.*

*Accreditation gives **business schools** international credibility and status. The number of MBA qualifications available worldwide is now in the thousands, but only a small percentage of these would achieve accreditation if they were submitted to our rigorous international criteria. Accreditation by the Association of MBAs identifies programmes as the best there is.*

*The developmental nature of our accreditation process often helps **business schools** spot potential shortcomings in their programmes, and our comprehensive and consultative report outlines recommendations for improving provision in the future.”*

Source: AMBA web site

## “How much will it cost?”

TUITION FEE is € 18.000 + VAT (23%)

It is possible to suggest the installments by your own terms. However, the first installment has to be put down before the first module, and the last installment before the last module.

Also, loans are available in Croatian banks.

## “How much can I benefit?”

The following data is based on the research of portal Moj Posao. According to this research an employee with an MBA degree has on average 68,3% higher income then an employee without MBA degree.

|   | Ave. monthly income | Ave. monthly Income in 10  | Ave. monthly Income in 20  |
|---|---------------------|--|--|
| Employee holding Master's degree (M.A., M.S.), without the MBA  | 850 €net            | 101,000 €net   | 202.000 €net   |
| Employee holding Master's degree (M.A., M.S.) and the MBA   | 1,430€net           | 173.000 €net   | 346.000 €net   |
| The COTRUGLI EMBA price: cca 18,000 €(possible to pay by installments). MBA participants earn 68,3% more than others. |                     | <p>RESULT:<br/>72,000 €net profit because of bigger monthly earnings.</p> <p>If you take 18,000 €off, what is invested into the EMBA program cca <b>54,000€</b>in profit</p> | <p>RESULT: 144€net profit because of bigger monthly earnings.</p> <p>If you take 18.000 €off, what is invested into the EMBA program = <b>126.000€</b> in profit</p> |



## “How do I apply?”

Executive MBA admissions staff makes a concerted effort to advise prospective students and help them “self-select” before they apply for admission. Given that the programs will require a significant commitment of time and money not only from you but from your employer, it makes sense for program staff to help you assess whether or not you are prepared for the program and can expect to benefit from it at this point in your career.

In evaluating candidates, admissions committees consider many factors, most of which have been mentioned already: work experience, current employment, prior education, ability to benefit and ability to contribute.

If you are an exceptional candidate with at least three years of relevant working experience, university degree, fluent in English, and share an ambition to make a difference, schedule one to one meeting with the management of the school or contact our Director of Recruitment directly at: [ivana.conjar@cotrugli.eu](mailto:ivana.conjar@cotrugli.eu).

There is no single formula for a successful candidate. You will be the core actor of the EMBA program and the value delivered will greatly depend on your virtues. Therefore, we prefer the individual approach to learn your strengths, achievements and scan your potential.

If you feel you have all the information needed and wish to apply directly please download the application form.

Fulfilled forms, along with the latest version of your CV, send to [ivana.conjar@cotrugli.eu](mailto:ivana.conjar@cotrugli.eu).

## “Where else can I get more information about the Executive MBA?”

For more information about the Executive MBA program and our upcoming EMBA presentations and events please visit our [web site](#) or contact our Director of Recruitment directly at + 385 98 / 235–525 or [ivana.conjar@cotrugli.eu](mailto:ivana.conjar@cotrugli.eu).