



ADMISSIONADO'S
European
THE ART OF THE MBA APPLICATION
^



ADMISSIONADO

It's not all Baguettes and Lederhosen...



“You must unlearn... what you have learned.” - Master Yoda

A very, very serious presentation 😊

Let's rock and roll...

WHAT ABOUT A EUROPEAN MBA PROGRAM?

It's all about ROI, people. Let me explain.

- **Are you older?**
- **Do you want to spend less money?**
- **Do you want to spend less time without a job?**
- **Do you want the same results as your friends at US schools?**
- **Did you miss your deadlines, or not get in?**

Sloan MBA:

- ★ Tuition and Expenses Year 1 \$83,000
- ★ Tuition and Expenses Year 2 \$83,000
- ★ Opportunity Costs Salary Year 1 \$60,000
- ★ Opportunity Costs Salary Year 2 \$60,000
- ★ Total Real cost of Program \$286,000

INSEAD MBA:

- ★ Tuition and Expenses Year 1 \$76,000
- ★ Opportunity Costs Salary Year 1 \$60,000
- ★ Total Real cost of Program \$136,000



Yet Post-MBA Salaries are \$147,974 at INSEAD and \$158,353 at Sloan...



OTHER VERY GOOD REASONS TO GO FOR A EUROPEAN MBA

- ★ Shorter Program
- ★ Good Deadlines
 - ★ Good option for those who are late in the game
 - ★ Can also be a good option for those who didn't get accepted to US programs of their choice
- ★ You want to live, work and study in Europe
- ★ You want to learn a new language or take advantage of another one you have
- ★ You are seeking a Program that is TRULY Global



HOW GLOBAL ARE THE PROGRAMS REALLY?

Harvard:

- ★ International Students: 34%
- ★ International Faculty: 37%
- ★ International Board: 21%

INSEAD:

- ★ International Students: 92%
- ★ International Faculty: 90%
- ★ International Board: 80%

Where Graduates Work

Harvard:

Africa: 1 %
Asia: 9 %
Europe: 7 %
North America: 80 %
Oceania: 0 %
Latin America and the Caribbean: 2 %

INSEAD:

Africa: 3 %
Asia: 28 %
Europe: 53 %
North America: 8 %
Oceania: 2 %
Latin America and the Caribbean: 6 %



WHAT SCHOOLS ARE OUT THERE?

★ Most Prestigious Programs – INSEAD, IMD, LBS

★ Other Top Programs – IE, IESE, ESADE, Oxford, Cambridge, Warwick, Manchester, HEC, Rotterdam, Bocconi...



Consistently ranked in the top 10 International schools, LBS is part of an Elite and growing group of non-US MBA programs. It is often ranked as “the best business school in the world,” topping even HBS and Stanford. With its location in the heart of the World’s (other) Finance Center, the program is particularly well-suited to those who wish to pursue careers in finance or consulting. LBS’s program, with students from 59 nationalities, is global in way that only a non-US school can be.

- **#1 Ranked Global MBA in Financial Times**
- **Flexible Length – Complete the course in 15, 18 or 21 months.**
- **London – Global Finance Center, Big Ben, (Parliament!), the theater district, proximity to Europe (think lowcost airfares – 10 Euros to Paris), connections to global companies, world-class museums**
- **Finance and consulting focus – More than two thirds of LBS’s students go on to Consulting and Finance jobs, and these are the school’s primary strengths.**
- **Earning ££££££££**

INSEAD is International. With students from over 50 countries, speaking over a dozen languages. One of the oldest European MBA programs, consistently ranked as one of the top three non-US MBA programs.

2011 Top Employers: McKinsey 107, Boston Consulting Group 61, Bain 52

“One school, two campuses” (Actually three now) – Fontainebleau, Singapore, Abu Dhabi + Exchange Programs to Kellogg and Wharton

Tailored Program – Although it’s a one year program, half of that year, courses are yours to choose

TWO Intakes – January and September. Making it a great school to apply to if things didn’t work out with Harvard 😊

Second Language requirement - besides English and your native tongue

IMD is smaller, older, wiser, more intimate. And in Switzerland. With a general management program that is the same for all, with personalized hands-on projects for each student.

Class of only 90 students

Average age: 30,31 (Don't bother applying if you are under 25)

Average work experience: 4-7 years!

Work on real International Consulting Projects for the school - Companies pay IMD consulting fees for the privilege

It helps if you like skiing 😊

Before we move on, a thought

How important are rankings REALLY?

Let's take a closer look at Europe. From the INSIDE. You may not know this, but in FRANCE HEC is France's most well-known business school, more well-known than even INSEAD. Germany, which has Europe's strongest economy, does not have a SINGLE MBA program that even makes the rankings! Does that mean there is no business in Germany? What about Cambridge? Today ranking 21, but often ranked in 30s, 40s or even lower? Know anyone who hasn't heard of Cambridge?

Remember:

1. Rankings are a BUSINESS
2. Each Ranking System uses its own criteria
3. European schools are late in the game
4. MBAs started off as an American business, and American rankings might be biased





OUCH!



Instituto Empresa is one of the top ranked schools internationally. Ranked 7 by the Financial Times. Booth? Pshaw! Yale? Ha! Tuck? Don't make me laugh! IE beats them all out

Deep connections with Madrid's financial district

Very well connected to Latin America and one of the founding members of SUMAQ, a network comprising business schools in Spain and Latin America.

Great choice for candidates bilingual in Spanish

Opportunity to complete your International MBA in Español or Inglés

Curriculum Composed of 3 core periods and one elective period



IESE offers a world-class program in two Campuses in Spain's two largest and most business-friendly cities – Madrid (EMBA and Global MBA) and Barcelona. The school is Europe's first ever two-year MBA program and was established with the support of Harvard Business School, whose case-study method is used by IESE today. Needless to say, this is a great program for those looking to work in Europe or Latin America.

100% No-cosigner Loan – IESE offers full loans to all International Students, so once you get in, you're all good.

Great Hiring Statistics – With 94% of its graduates being placed within six months of graduating, IESE has one of the best placement statistics of any MBA program, worldwide.

Well-connected – IESE offers alliances with semester-abroad opportunities at 23 schools, from Kellogg to HEC, from Wharton to CEIBS

Bilingual Degree

LA FRANCE



Actually holding the baguette under your arm REALLY is a good way to carry it

In France, HEC is the premier business school, and its MBA program is one of the top-ranked in the world. Small, intimate, and set in one of the world's most beautiful and dynamic cities, HEC offers an excellent program ideal for those whose work destination is Europe.

16 Month Program divided into two halves: 1. The Core Phase 2. The Personalized phase.

Euro-centric – Although students arrive from just about every country in the world, the large majority of students go on to work in Europe and about half of them, in France.

Mission and Action Program (MAP) – This is a hands-on consultancy project conducted in developing world-countries with a humanitarian goal.

Luxury – When one thinks of France, one thinks food, fashion, jewelry, and makeup. Needless to say, one of HEC's biggest strengths is in the luxury goods (and marketing in general).

GOOD OLE ENGIE



Why take the escalator when I have a perfectly good canoe right here?

Although a newbie by all standards (1996), the Saïd Business School is consistently ranked as one of the world's leading business schools. (Maybe it has something to do with being attached to um... Oxford? Which is only, you know, the world's first university.)

Offers an Entrepreneurship Project and a Consulting Project for relevant students

Totally new program allowed Said to mix and match teaching styles to come up with a program that includes lectures, projects, case study, and simulations

Offers a 1+1 program for young students (sound familiar, folks? 2+2 with a bit of tongue in cheek?)

The benefits of Oxford University - being member of centuries old colleges, enjoying the dinners, sports, gala's, speeches, seminars and all other events within Oxford.

Located only a "stone's throw" from London

Only the second oldest, after some folks had a fight with the town of Oxford in 1209! 😊

Well known for its strengths in entrepreneurship and innovation management, Cambridge Judge offers an Entrepreneurship concentration

Cambridge Venture Project - consulting for one of the entrepreneurial firms in the Cambridge area.

School also offers Global Consulting Project abroad

Offers a range of summer activities for students: from Individual projects to Advanced Negotiation Skills Workshop to Language Courses and more.

TWO COUNTRIES TO GO! NEDERLAND AND ITALIA



Hey Marcello, Come vai?



What's she got in that basket? 😊

SDA Bocconi – Italy's most famous
MBA program

**Very small intimate program with
only 110 students**

**13-month program with a 3-month
internship**

80% International

**Offers a Luxury Business
Management Track with ½ the
program in Rome**

**Offer concentrations in Finance,
Marketing, Strategy, Innovation
and Investments**

RSM Erasmus – The Netherlands' most
famous MBA program

**A year-long Personal Leadership Program
runs alongside the curriculum to develop
leadership abilities**

**Students' average age is 29 with an
average of 5.5 years of experience**

**Partner school with Wharton, Ross, HEC
Paris and others.**

YARON'S EURO MBA APPLICATION TIPS

1. Show your internationalism
2. Be interested in their country and culture
3. Love mobility
4. (Optional) Be willing to learn another language
5. Enjoy the sites, the food, the drinks, and the funny clothing.



THAT'S ALL FOLKS...



Got a Question??

aron@admissionado.com

Go get 'em!



ADMISSIONADO

Admissionado, LLC
www.admissionado.com
info@admissionado.com

All rights reserved. No part of this may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system, without permission in writing from Admissionado.



ADMISSIONADO