

EXECUTIVE MBA

BOOST YOUR LEADERSHIP IMPACT



LEADERSHIP,
ENTREPRENEURSHIP,
STEWARDSHIP

WHY NYENRODE?

FOR AND BY BUSINESS

Nyenrode was founded in 1946 by prominent business leaders of multinational corporations such as Philips, Akzo, KLM, Shell and Unilever. Today, our business network spans over 200 countries and includes more than 26,000 alumni; an asset you will benefit from throughout your Executive MBA.

LEADERSHIP DEVELOPMENT

Learn to comprehend the experiences and events that shape you as a leader, discover how to tap into your peers' capabilities to boost their development and your own, and increase your leadership impact.

PERSONAL APPROACH

Throughout the one-week modules, students work intensively together, resulting in a closeknit group of participants. They learn from and inspire each other in both the personal and professional aspects of their lives. Additionally, small class sizes ensure personal attention for each student.

A REWARD FOR LIFE

The combination of sound theoretical knowledge, practical relevance and personal development enables you to provide sustainable value for yourself, your business and your surroundings. A Reward for Life.

ACCREDITATIONS



BOOST YOUR LEADERSHIP IMPACT

Our Executive MBA is all about your leadership development. This element is integrated into the various courses of the program, as well as the boot-camp structure and is highlighted during the Personal Leadership Development Journey (PLDJ).

During the PLDJ, we introduce you to the “Me, We, Work, World” principle. Your personal leadership development journey starts with your inner self: learning about your personal authentic leadership, and building towards the constructive force you demonstrate in society at large.

Nyenrode’s Executive MBA is the quintessential combination of leadership and management growth. At the end of the program, you will have boosted your leadership impact by:

- Increasing awareness of your unique leadership style, how it relates to different business disciplines and how it influences the behavior of others;
- Expanding your self-awareness in intense, high-pressure environments that take you out of your comfort zone;
- Understanding how your strengths, passions, performance, style and personality impact your relationships with others in multicultural and multidisciplinary environments;

- Relating the latest leadership and personal development practices to state-of-the-art business know-how;
- Exploring how life events impact and shape your leadership and utilize this for further growth;
- Reaping the benefits of peer group coaching, as your group serves as a mirror that reflects your strengths, weaknesses and points of improvement;
- Receiving extensive coaching, guidance and hands-on tools, thanks to the personal attention provided by EMBA’s small class and one-week modules.

PROGRAM HIGHLIGHTS

- Purpose-driven “Personal Leadership Development Journey” reflecting on your strengths, passion, performance, style and personality
- Global perspective on the business and cultural reality of four different continents (7 modules in the Netherlands, 3 modules abroad)
- One-week intensive bootcamp modules designed around relevant business topics
- Solid academic program covering key topics in international business and management



EXECUTIVE MBA

The Executive MBA is a two-year program consisting of various one-week modules. This format allows you to continue working, maximize your MBA experience and apply concepts directly into your own work. The EMBA provides you with the perfect balance between your personal life, your professional life and your MBA ambitions.

PERSONALIZED JOURNEY

Our small class size (35-40 students) combined with our dedicated faculty and staff, allow us to pay specific attention to your career dynamics and the issue of matching your individual needs with those of the organization.

PEER-DRIVEN LEARNING

You are expected to take an active role in your own learning and that of your classmates. This is facilitated by a team of Nyenrode faculty and senior business leaders. You will relate your current leadership and organizational perspective to novel future insights and current academic concepts in the areas of leadership and management.

GLOBAL PERSPECTIVE

Understanding the reality of international business is key to becoming the leader of the future. You will experience this through modules designed in cooperation with Nyenrode's partner universities around the world.

FINAL PROJECT

You will put your solid academic knowledge and skills into practice during your Final Project. This can take the form of a company consultancy, academic or entrepreneurial project.

CLASS PROFILE EMBA 2020-2022

Average Age



37 years

Average Years of Experience



12,8 years

Nationality



Dutch 75%

International 25%

Gender



60%

40%

ADMISSIONS

STEP 1

SUBMIT YOUR APPLICATION PACKAGE

- Completed application form
- Cover letter
- Two letters of recommendation (using the reference template in the application form)
- A proven thorough command of English (TOEFL or IELTS test if applicable)
- A CV outlining at least 5 years of relevant work experience
- Certified copies of diplomas and academic transcripts at bachelor degree level or higher

STEP 2

ASSESSMENT

Nyenrode will assess your application. You are invited to take the Nyenrode Admissions Test (LTP) or submit your GMAT/ GRE score and have a personal interview.

STEP 3

FINAL DECISION

If your application is successful, you will be offered a place in the program and you will receive an acceptance letter including program details.



YOUR EMBA JOURNEY



INVESTMENT

- Tuition fee: €47,000
- Application fee: €100
- Incl: tuition, books, accommodation in the Netherlands and abroad, meals during modules in the Netherlands, some meals during international modules.
- Excl: international flights and any required visas.

KEY DATES

- Application deadline: 1 April 2021
- Start of Module 1: 16 May 2021



EVENTS

Experience the impact of our Executive MBA during one of our events:

- Experience Evening
- Experience Weekend
- EMBA Roadshow
- Personal Information Session
- Immersion Evening

Visit nyenrode.nl/emba for dates and more information.



“EXECUTIVE MBA ENRICHED ME AS AN EMPLOYEE, AN ENTREPRENEUR AND AS A PERSON.”

LOURENS KEERS - EMBA 2017-2019



“THE EXECUTIVE MBA COACHED ME IN TWO YEARS TO BE THE PROFESSIONAL LEADER I WANT TO BE.”

AAFJE UITHOF - EMBA 2017-2019

RETURN ON EDUCATION

Between the start of the program and one year after graduation:



20% AVERAGE SALARY INCREASE



40% JOB/COMPANY CHANGE



7% NEW VENTURES



TOP 3 INDUSTRIES

1. Industry and Manufacturing
2. Communication
3. Banking and Finance



TOP 3 FUNCTIONAL AREAS

1. General Management
2. Marketing and Sales
3. Consultancy



REASONS TO DO THE EXECUTIVE MBA

1. Personal Development
2. Career Growth
3. Salary Increase

CURRICULUM EXECUTIVE MBA*

PERSONAL LEADERSHIP DEVELOPMENT JOURNEY (PLDJ)

YEAR 1		
MODULE 1	STRATEGIES FOR THE FUTURE ORGANIZATION	BREUKELEN NETHERLANDS
★ TOPICS	Strategic Leadership Marketing Strategy Quantitative Methods Personal Leadership Development Journey	
MODULE 2	PREPARING THE ORGANIZATION FOR THE ENVISIONED FUTURE	BREUKELEN NETHERLANDS
★ TOPICS	Financial Accounting & Reporting Managerial Economics Marketing Strategy Personal Leadership Development Journey	
MODULE 3	CHINA AND GLOBALIZATION VISIT TO RENMIN UNIVERSITY CHINA	BEIJING CHINA
★ TOPICS	Changing Business Landscape The China-strategy of Western Companies Innovation & E-commerce in China	
MODULE 4	FINANCING THE ORGANIZATION	BREUKELEN NETHERLANDS
★ TOPICS	Foundations of Finance Management Accounting & Control Research Methodology Personal Leadership Development Journey	
MODULE 5	COMMUNICATION ACROSS THE ORGANIZATION	BREUKELEN NETHERLANDS
★ TOPICS	Advanced HRM Research Methodology Management Communication Skills Personal Leadership Development Journey	
MODULE 6	MULTICULTURALISM AND ENTREPRENEURSHIP IN SOUTH AFRICA VISIT TO UNIVERSITY OF STELLENBOSCH BUSINESS SCHOOL	STELLENBOSCH SOUTH AFRICA
★ TOPICS	International Economic & Development Issues Operations in Multicultural Organizations Strategic Issues in Information Technology & Growth in Africa	
YEAR 2		
MODULE 7	MANAGEMENT AND ORGANIZATIONAL DYNAMICS	BREUKELEN NETHERLANDS
★ TOPICS	Operations Management Organizational Dynamics Management Communication Skills Research Methodology	
MODULE 8	INNOVATION AND DIGITALIZATION IN THE U.S. VISIT TO UNIVERSITY OF CALIFORNIA, BERKELEY	BERKELEY U.S.A.
★ TOPICS	Design Thinking Corporate Venturing & Global Business Expansion Digital Transformation & Startup Disruption	
MODULE 9	FINANCE AND ENTREPRENEURSHIP IN ORGANIZATIONS	BREUKELEN NETHERLANDS
★ TOPICS	Corporate Finance Research Methodology Organizational Dynamics Entrepreneurial Management	
MODULE 10	LEADING A SUSTAINABLE FUTURE	BREUKELEN NETHERLANDS
★ TOPICS	Entrepreneurial Management Strategic Management Sustainable Business & Stewardship Personal Leadership Development Journey	

*Subject to change

FINAL PROJECT

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