

# TIAS

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SCHOOL FOR  
BUSINESS AND SOCIETY

INTERNATIONAL

FULL-TIME MBA

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TILBURG UNIVERSITY  
EINDHOVEN UNIVERSITY  
OF TECHNOLOGY

## WHAT IF THE NEXT STEVE JOBS COMES FROM ASIA?



# What happens if...

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...the new Steve Jobs comes from an emerging market? What will be the implication of new business models on your organization in general and your profession in particular?

Rapidly changing organizational dynamics call for leadership with exceptional decision-making abilities. Today's manager, more than ever, must be able to take the interests of multiple stakeholders in multiple scenarios into account.

At TIAS we educate on the guiding principle that today's insights are not tomorrow's solutions. So apart from teaching theory, we also focus on developing critical and inquisitive students. An attitude that inspires them to ask the questions that get to the truth of the matter and pursue the answers that will impact organizations, business and society.

NEVER STOP ASKING

# Why an MBA?

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The reasons to pursue an MBA are as numerous as they are diverse and will differ from person to person. In the end though, the net result for all those who make the journey is the same.

They have become better at what they do professionally, regardless of their specific job functions and responsibilities. They have learned new ways of looking at their responsibilities and their challenges and have supplemented their skillset with new theories, insights, techniques and capabilities to meet those challenges head-on.

The world at large recognizes those abilities. An MBA from a renowned institute is a universally accepted token of ability, skill and tenacity, opening doors to career opportunities previously out of reach.

## A balanced teaching method with

- inspiring classes driven by a top-notch faculty of international acclaim
- academic rigor and business relevance
- individual and team coaching
- societal awareness through meetings with representatives from companies who believe business and society go hand in hand

## An international yet personal approach with

- an inspiring, intimate and interactive atmosphere with of 18+ nationalities
- candidates with diverse backgrounds in terms of education and work experience
- 2 study trips; integrated into the academic curriculum

## A hard focus on employability through

- personalized, professional career services
- a 3-month individual Management Project in the form of an in-company or consultancy project

## WHY CHOOSE TIAS?

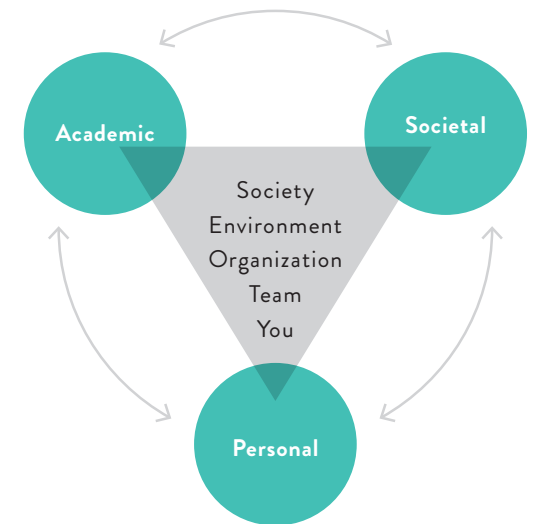
Built on a firm and proven foundation, the TIAS Full-time MBA program is continuously updated and tuned to keep ahead of these developments. Participants are provided the latest insights and theories while exploring new management styles and expanding their leadership skills.

# Building a better leader

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Knowledge and skills alone are no longer the defining attributes that make a successful leader. More and more, personal qualities as well as engagement with - and understanding of - societal issues are equally or even more important.

TIAS designed its MBA around three axis: Academic, Personal and Societal. This approach aims to develop your skills and abilities in all three directions and on multiple levels. And to make you a better leader - better for you, your team, your organization, the environment and society at large.



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“The TIAS MBA appeals to me because it is an intensive 12-month program. Secondly, the program participants are diverse which provides an additional source of learning. Thirdly, TIAS has a well-regarded, international MBA program, providing the credentials that will be of increasing value in the global marketplace.”

**Daniel Alberts**

Class of 2011, USA

IFDC's Cassava Plus project in Mozambique.

Previous degree: Plant Science, Cornell University, USA.

# The academic program

From an academic viewpoint, the TIAS MBA is designed as a six-stage plan, each stage giving you the foundation to successfully master the next.

“I had a great experience with the TIAS Full-Time International MBA. The quality of the faculty could not have been better and I was extremely pleased with the education itself. I found a job prior to graduation. I highly recommend the TIAS Full-Time MBA Program.”

**Haley Brodecki**

Class of 2014, currently employed as  
Global HR Operations Coordinator at APM  
Terminals

## 1. FUNDAMENTALS I

The start of the program lays the foundation for the rest of the program with basic functional areas of business through the courses:

- Quantitative Methods in Business
- Economic for Business
- Financial Accounting
- Cross-cultural Psychology

## 2. FUNDAMENTALS II

As the program progresses, you'll build on your expertise in a variety of areas:

- Managerial Accounting
- Leadership and Organizational Behavior
- Marketing Management
- Managerial Finance

## 3. CONNECTING

In this stage you will take a strategic approach on the management of the organization. You will also start preparing for the Management Project with a special research course:

- Operations & Supply Chain Management
- Business Research Methods
- Strategic Management

## 4. CHANGE

This stage focuses on Change to prepare you for finding tomorrow's solutions:

- Innovation Management
- Leading Change
- Entrepreneurship

## 5. ENHANCING

Time to select. You gain expanded knowledge in three contemporary business areas of your choice.

- International Business Law
- M&A Valuation & Corporate Restructuring
- Management Consulting
- B2B Marketing
- Data Science for Business (the elective offering is subject to change)

## 6. ENGAGING

This is where it all gets real. Opportunities to engage with the external world throughout the entire program and in the final individual Management project.

Throughout the year:

- Study trips
- Company visits and guest speakers
- Network events

Final stage real-life project:

- Management project

## SCHOOL FOR BUSINESS AND SOCIETY

TIAS School for Business and Society, the business school of Tilburg University and Eindhoven University of Technology, offers a broad portfolio of MBA's, Masters, company specific programs and master classes. Each year we welcome 2,400 participants from 25 countries. TIAS has a team of about 100 high-quality faculty members and researchers from all over the world. For our rankings, i.a. Financial Times, see [www.tias.edu/rankings](http://www.tias.edu/rankings).

# The personal program

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Impact is not only achieved through knowledge, but also through networks, skills and competencies. To help students to improve those attributes and make them part of an effective career plan, TIAS developed the Personal and Career Development Program (PCDP).

The program starts with a personal career test as a starting point for the coaching sessions we will offer you to establish and work towards your ultimate career goal. In these coaching sessions and with a series of intense workshops, we help you to understand who you are and what your capabilities are. We believe in focusing on your strengths and we will together take this to the next level. You hone your networking skills and expand your network during workshops and company outreach days.

The PDCP is linked with the academic program through courses such as Cross Cultural Psychology and Leadership and Organizational Behavior. In the other academic courses you will be able to practice skills you will learn in the PDCP, like presentation and communication skills.

“The TIAS MBA program gave me a new perspective on business. The program has opened my mind to see the business’ bigger picture, to innovate and to engage with the world around me.

Through the TIAS Personal and Career Development Program, I have developed a more confident persona. I have a better understanding of what I am capable of. The TIAS MBA program has successfully helped me to launch my career.”

**Yulia Sumpena**

Class of 2014, currently employed as Scientist/Senior Engineer, SABIC - Technology and Innovation Department

# The societal program

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The societal program is our year-long course on the role of business in society. The program deepens your understanding of society, the links between business and society and the impact that you as a future leader and manager can have on society. The program allows you to view the world from new perspectives, explore it and discover new possibilities.

Spread throughout the year you will be exposed to a variety of events:

**Lectures:** In-class sessions to learn the basic concepts and academic insights into Corporate Social Responsibility.

**Guest Speakers:** Inspiring speakers from in and outside of the business environment will share their experiences, exposing you to different perspectives in how they lead, do business and have an impact on society.

**Company visits:** On-site visits to witness the practice of corporate social responsibility in real-life.

**A two-day study trip to Brussels:** A trip to the capital of Europe to gain insight in the 'real world' of international business, corporate social responsibility, policy-making, and/or international law.

**Collaborate with Enactus:** You could choose to work with Tilburg University students participating in Enactus, an international non-profit organization that works to mobilize university students to make a difference in their communities while developing the skills to become socially responsible business leaders.

“The two things I benefit from most that I have learned during my MBA at TIAS, are cross-cultural understanding and logistical thinking based on theories. I use the knowledge and skills I acquired every day at work. The TIAS environment and the other MBA students helped me to develop into the global leader I want to be.”

**Song Younghan**

Class of 2014, currently employed as  
Logistics Manager at Samsung  
Electronics Dubai Logistics



# Career outcome

For many years now, the TIAS Full-time MBA has proven to propel participants' careers and to give them the step ahead they were looking for when they started the program.

Three months after graduation, over 80% of them are usually employed in the career they desired, often in leadership roles in diverse industries. Many participants get the career in The Netherlands they always wanted, either in large or small companies. And those who wanted to switch from the industry they are working in, often get a job in a new environment or industry.

"The TIAS Full-time MBA program gave me a platform to broaden my business and management knowledge, and to relaunch myself in the internet industry at a higher career level and in an international environment"

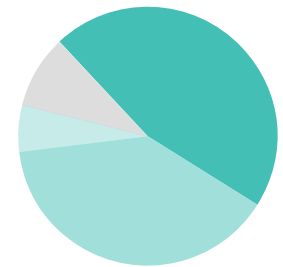
## Guneet Mast

Class of 2010, India

Senior Consultant – Netsociety

Previous degree: English and Economics,  
Himachal Pradesh University, India

Employment of the  
participants in the  
2013-2014 program

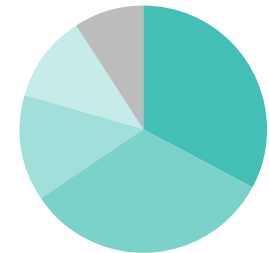


- Placement via management project 46%
- Placement via TIAS Network/ career events 39%
- Own company 6%
- Previous company 9%

# Student profile

Region of residence of the participants in the 2014-2015 program

- Asia / Pacific 40%
- India 18%
- Americas 17%
- Europe 14%
- Middle East / Africa 11%



Regardless of what part of the world and what part of business you are from, be prepared to meet the other parts. TIAS strives to have its classes as diverse as possible, with participants coming from a wide variety of geographical, professional and functional backgrounds.

TIAS' action learning method - requiring intensive interaction and communication with your classmates - fully exploits this diversity to make you familiar with how cultures other than your own think and act in business.

A strong network is a powerful asset. It can help you find a new job, expedite a project or exchange ideas and information, to name but a few advantages. Participating in a TIAS program will immediately link you in with a network of over 12,500 TIAS alumni working and living across the globe. Joining TIAS literally means expanding your world and your world view.



# The learning environment: campus, city, country

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Apart from our diverse student body, a number of other factors contribute to a pleasant, inspirational and high-quality learning environment when choosing for TIAS.

The campus of Tilburg University, where TIAS is located, oozes internationalism, science and learning. Students from all corners of the world gather, work and socialize in one of the cyber cafes, e-learning centres or sports facilities. The faculty of both the university and the business school are open and approachable for help and feedback.

Tilburg is situated in the open green spaces in the south of The Netherlands. It combines the amenities and facilities of a well-developed city with a naturally warm and inclusive nature. It has an accessible and surprising cultural atmosphere that includes a major pop music venue, several unique contemporary museums and a thriving pub scene.

The Netherlands is - with good reason - known for its open attitude towards different cultures, ideas and life styles. That attitude, together with a proud history in trade and banking, have made English a second language, widely spoken at a high level. With many major multinationals headquartered in this thriving business culture, job opportunities are plentiful.



# Admission procedure

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The application review process takes approximately four weeks in total from the time we receive your completed application form. The review of your application is followed up with an interview (by invitation only), after which we decide on your admissions.

When evaluating a candidate, we consider educational achievement, life experiences, personal interests, professional goals, level of English and GMAT score. We assess academic profiles, strength of overall application, quality of the interview and employability amongst others.

## Application

Via the online application form, please provide:

- a completed application form;
- a curriculum vitae (resume) in English;
- copies of degrees, diplomas, school transcripts (certified translations necessary if other than English, German, Dutch, French or Spanish);
- answers to five essay questions;
- 1 digital passport photograph;
- 2 reference letters with contact details of referees;
- the application fee.

## Admission tests

Because of the interactive nature of the program and its dependency on that interaction, we attach great value to the quality and language skills of the individual participants. All candidates must take the Graduate Management Admission Test (GMAT), a standardised, computer-based assessment. Since the common language during the MBA is English, non-native English speakers also need to take an English proficiency test (TOEFL or IELTS).

## Pre-Master program

In order to help you to prepare for the rigors of the TIAS MBA program, we have developed a Pre-Master program. The aim of this program is to provide you with the necessary knowledge and skills needed to successfully embark on your MBA journey. The program contains three modules; Academic Reading & Writing, Quantitative Methods, and Finance & Accounting. It depends on your previous education and experience what modules your Pre-Master program will contain. For your convenience, we have taken an e-learning approach to these modules. This allows you to study when and where you want, at your own pace.

## Tuition and expenses

Program: September 2016 - September 2017

Time investment: 50 hours per week including classes

Location: Tilburg University, The Netherlands

Costs: € 37,500.-

## Scholarships

A limited number of scholarships are available to candidates with a good academic record who demonstrate exceptional leadership potential. Below a few examples of our scholarships. For our complete scholarship overview, please visit our website.

- TIAS Scholarships for Academic Excellence
- TIAS Scholarships for High Achievers in Industry/Future Leaders
- TIAS Scholarships for Women in Business
- TIAS Scholarships for Sustainability and Responsibility
- TIAS NESO Regional Scholarships

# Your faculty

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Academic Director Eric Dooms selected the teachers and the professors for the MBA program.

## Some of the faculty:

- Prof. dr. Michael Corbey
- Prof. dr. Jalal Ashayeri
- Prof. dr. Frans de Roon
- Prof. dr. Herbert Hamers
- Prof. dr. John Glen
- Prof. dr. Joe Nellis
- Prof. dr. Carla Koen

“Rigor and relevance play an important role in the selection of faculty for the International full-time MBA program. That is why the faculty of the program has an outstanding research record and a first-rate teaching record. Because they frequently work with leading companies and decision-makers around the world they are able to bring real-world, contemporary knowledge into your MBA classroom.”

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ACADEMIC DIRECTOR

DR. ERIC DOOMS

Eric Dooms is Associate Professor of Strategy and Academic Director of the TIAS MBA programs. He obtained his PhD from Tilburg University on a study of headquarter-subsidiary relationships in large corporations. Eric taught modules on strategy at the undergraduate, graduate and executive levels and has been heavily involved in the management of educational programs in higher education. He has also been involved in activities that aim at stimulating students' interest in economics and business at secondary schools.

# Contact details

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## Humphrey Sopakuwa is TIAS' MBA Program Adviser



YOUR  
PROGRAM ADVISER

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“Embarking on a Full-time MBA is a unique and once-in-a-life time experience and investment. How can TIAS propel your skill set and bring your career to the next level? What makes the TIAS MBA different? Connect with me to find out. I can answer your questions and concerns relating to the MBA program, application, admission process and finances. Although there really isn't a clear-cut formula that can predict admission to any MBA program, we will certainly look at your academic ability, your professional potential and your personal characteristics fit with our program. Getting your application in order is a complex procedure. Our aim is to make it as stress-free as possible. Contact me if you have any questions or concerns. I am here to help you meet the deadlines, understand the application requirements and answer any of your questions. I look forward to having contact with you soon.”

NEVER STOP ASKING

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