

1 Building a career

1.6 Case study Mangalia Business School

Discussion

1 Decide which of the following features are more advantageous for an international business school.

history: more than 100 years old *or* modern new school

funding: public *or* private

students: 80% local and 20% foreign *or* 20% local and 80% foreign

faculty: business leaders *or* researchers

location: international metropolis *or* small seaside town

site: campus *or* city centre

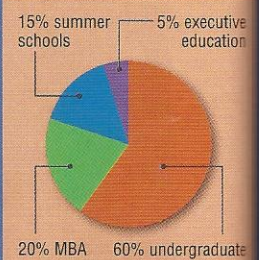
Reading

2 Read the information about Mangalia Business School and list its strengths and weaknesses in terms of its ability to compete on a global market.

Mangalia Business School (MBS)

Founded in 1992, MBS is a private business school in southeast Romania with an excellent reputation for quality in Central and Eastern Europe. Situated on the Black Sea coast, close to the Romanian Business Centre, which hosts international conferences and seminars, Mangalia's climate and cultural heritage make it the ideal location for both summer schools and all-year study on a well-equipped seaside campus with comfortable accommodation for 300 students. The School offers internationally recognized undergraduate and masters degrees, as well as executive education tailored to the needs of individual companies. Faculty are recruited from Central Europe's most successful companies. Work placements are organized in Romania, Bulgaria, Hungary and Ukraine, providing invaluable experience of international business.

Courses



Internet research

Search for the keywords "how much is an MBA" to find out how much it would cost you to get an MBA. Draw up a budget including tuition fees, living expenses, travel, etc.

Listening

3 1:10 Listen to an extract from a presentation given by Radu Ionescu, the Dean of MBS, and answer the questions.

- 1 What alternatives is MBS facing due to globalization?
- 2 What does Radu Ionescu expect from his guests?
- 3 What has Ion Bumbescu offered, and what are his conditions?

Discussion

4 In small groups, hold a meeting to discuss the brief below and draw up proposals for MBS's five-year plan.

Mangalia Business School

Brief for international consultants

1 Sponsorship

Should MBS accept Bumbescu's offer to sponsor the school? (see point 3)

2 Tuition fees

Until now fees have been average for business schools of this type. Should MBS maintain this policy, raise fees to a higher than average level, or reduce them to a lower than average level? (see point 3)

3 Development projects

MBS can afford to invest in the development projects below as follows:
At current (average) fee levels, one project only.

If Bumbescu's sponsorship is accepted, two projects.

If fees are increased, one additional project.

If fees are reduced, one project less.

The possible projects are as follows:

- strengthen faculty and increase research funding
- improve and extend facilities
- improve placement and career services
- develop international recruitment and exchange programmes
- your ideas ...

4 Promotion

Please consider the following, as well as your own ideas:

Who should MBS target: undergraduates, future MBAs, corporate clients?

Where should MBS look for its future clients: Romania, Central Europe, Western Europe, the US, the Far East, worldwide?

How should MBS promote itself: materials, media, events, incentives?

Students

