



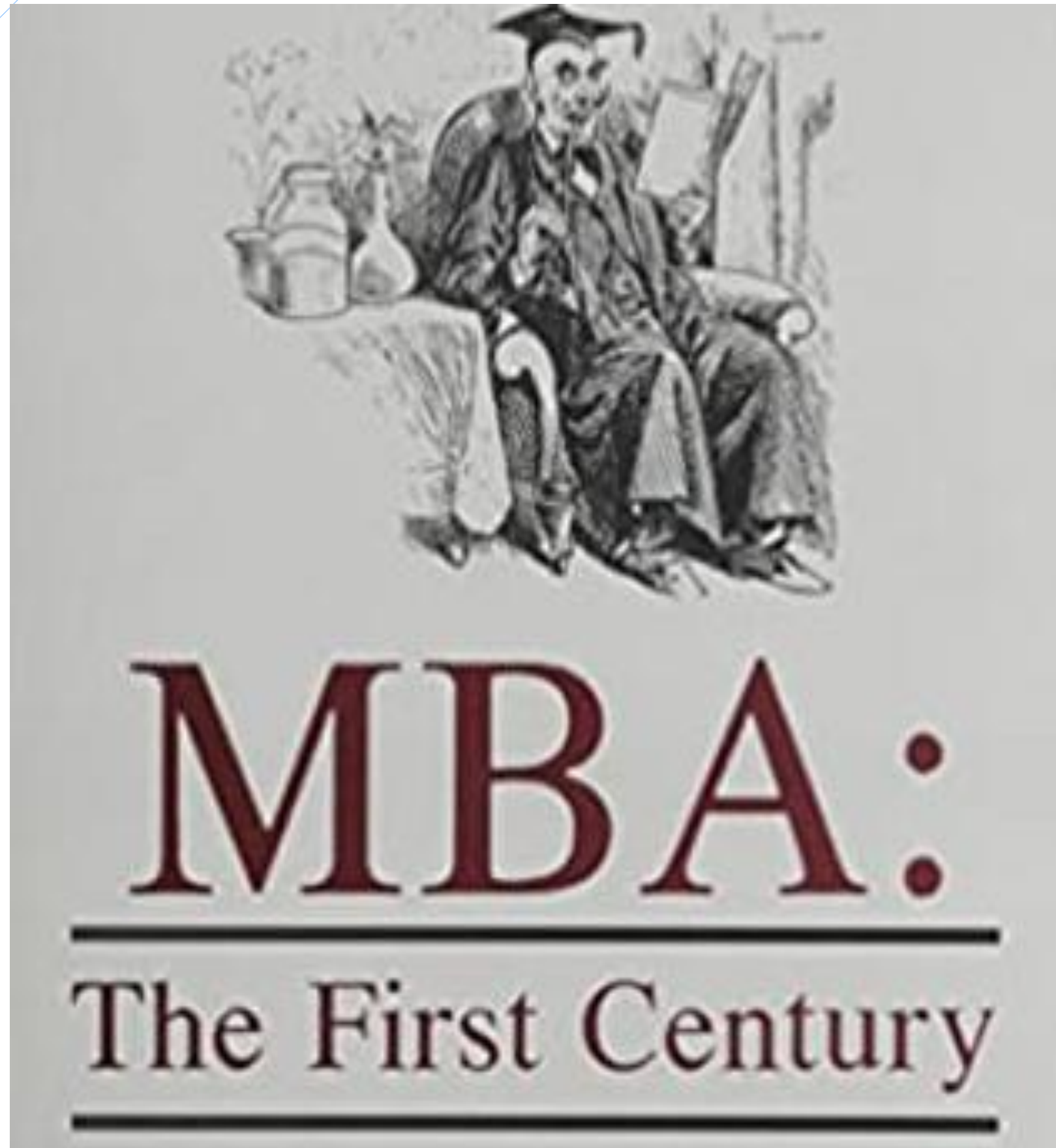
Why the Corporate MBA (cMBA) is more effective than the conventional MBA

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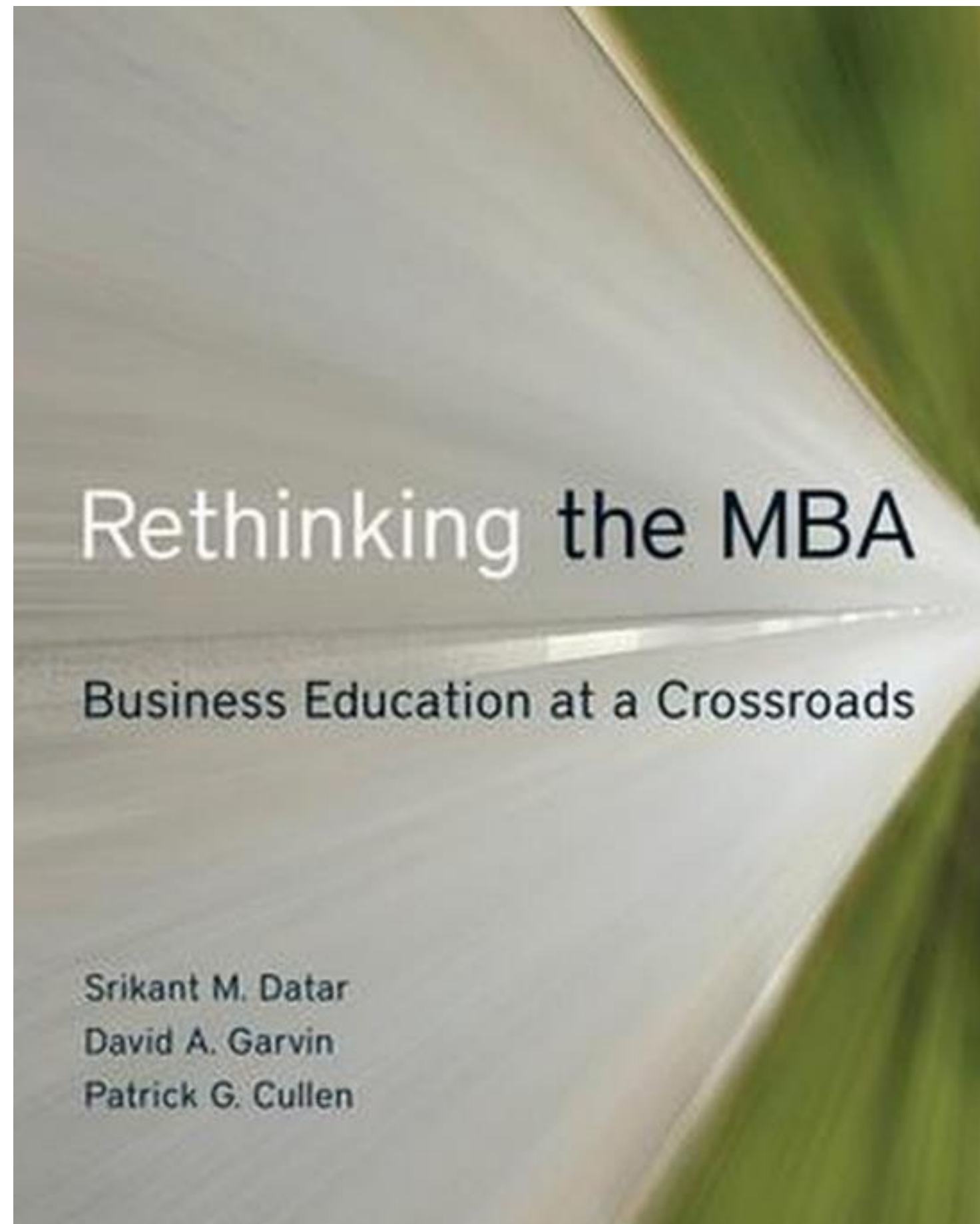
**Part 1: conventional
MBAs**

Background of MBAs



- ▶ first MBA for Business, Chicago, 1940
- ▶ further development: set-up is becoming increasingly expensive, often takes place in special exclusive surroundings, because it must be scientific: focused to difficult theories
- ▶ In fact, the MBA itself becomes business: all kinds of certification institutes (national but also international), all linked to “a lot of money”

Rethinking MBA



- ▶ professors (Harvard) start research on the value of Harvard MBA (around 2015)
- ▶ outcomes strikingly negative
- ▶ too much theory
- ▶ no relationship with reality
- ▶ **the observation that management has to do with working with teams** and that it cannot be compared with working for instance as a doctor (individual patients) or a civil-law notary (individual clients)



Part 2: collaborative learning



Collaborative learning

- ▶ lecture halls are prohibited at some universities... why?
- ▶ because lectures: are one-way traffic
- ▶ what is really **needed**: always place a student in an **active position** with respect to learning
- ▶ collaborative learning appears to be a strong basis for this and clearly yields better study results
- ▶ the set-up of this Corporate MBA is ideal because it is based on **learning in teams** on **problems/cases** of the **organization**



Ideal for managers and double profit

- ▶ of course you will have theory (online study), but you mainly learn on basis of assignments (tasks) that you must perform that are dealing with practice. Soft skills play an important role
- ▶ for students within an organization, it concerns **tasks that are linked to the organization itself**: double profit: better study and good for the organization!
- ▶ Sometimes is concerns individual tasks and sometimes it concerns group tasks, just like in reality
- ▶ finally: for a price that is only **a fraction** of the well know prices



Part 3: set-up of the cMBA



Good to know (1)

- ▶ the content is derived from an existing general MBA
- ▶ all content thus meets what is described as essential in most MBA programs but **without difficult scientific** topics
- ▶ students have to look for solutions in addition to compulsory theoretical courses on basis of concrete tasks (assignments) and have to work together
- ▶ we have chosen for a level EQF 6 (European Qualification Level) instead of EQF 8: managers education should be practical (6) and not scientific (8) (for levels: see link)



Good to know (2)

- ▶ everything is worked out in the program: how students work together, how they are assessed, etc. There is a tutor manual on how to coach the students. Of course external coaching is a possibility
- ▶ we use Open Badges as the latest form of accreditation. Large companies such as IBM are switching completely to Open Badges (see link)
- ▶ the e-learnings are in English but discussions take place in own language: ideal for international organizations

<https://www.youtube.com/watch?v=tEUZqIkxL4I>



More on Open Badges

- ▶ the badge holder (student) decides who can see the Open Badges
- ▶ Open Badges can be coupled to your LinkedIn-profile
- ▶ the popularity of using Open Badges is increasing very quickly. It is the most flexible modern way of accreditation
- ▶ Open Badges can be recognized by other organizations (endorsed)

Survey of total program (8 blocks)

Introduction
Block 1

- Getting started with the cMBA
- Time management
- Assignments: Block 1

Management & leadership
Block 2

- Management basics
- Leadership and personality
- Leadership
- Assignments: Block 2

Strategy
Block 3

- An introduction to business strategy
- Communication style
- Assignments: Block 3

Innovation
Block 4

- Innovation in business
- Assignments: Block 4

Organisation
Block 5

- Organisational structure
- Effective management and IT
- Managerial effectiveness
- Assignments: Block 5

HRM
Block 6

- HRM for managers
- Cultural diversity and doing business
- Conflict management
- Assignments: Block 6

Sales & marketing
Block 7

- Sales for managers
- Marketing for managers
- Assignments: Block 7

Finance
Block 8

- Finance for managers 1
- Finance for managers 2
- Finance for managers 3
- Assignments: block 8



Management & leadership

Block 2



Management basics



Leadership and personality



Leadership



Assignments: Block 2

Survey of a single block

- ▶ the booklet symbolizes e-learning. In this block there are therefore 2 e-learning courses on theory. These are coupled to an online exam
- ▶ the circle with the pointer indicates a psychological self-test. In this case around leadership
- ▶ the Open Badge symbol indicates that there are special group assignments: we speak of assignments (tasks)



Video Feedback Pro

- ▶ Many options have been built into the program to **improve soft skills** based on our video feedback-tool
- ▶ Examples: giving a short speech, explaining a strategy, intervention in a confrontation with a difficult person. The performance is recorded on camera and assessed. It is indicated how the procedure is, but it is also possible to receive extra support.



Time

- ▶ The program is divided into 8 blocks of a month
- ▶ the following learning methods can occur per block; e-learning (for theory), psychological self-tests (scans), tasks based on assignment modules including video feedback training
- ▶ there is no final thesis (does not suit management)
- ▶ if all assignments have been done: a badge is also given for this.



We offer all additional service

- ▶ If needed SkillsTown selects partners to organize the entire cMBA with external coaching.



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