Developing and implementing a successful global MBA strategy

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• What makes a successful global MBA strategy:
• What makes a successful global MBA strategy:

  – Understand and evaluate your mission
  – Understand and evaluate your strategy
  – Understand and link your marketing approach

Be consistent!
• What makes a successful global MBA strategy:
  - Different approaches depending on resources, people and desired programs (FT versus PT)
  - Different approaches regarding:
    Students – study trips, recruitment of students
    Partners – joint venture, joint programs
    Faculty members – combine
    Course content – international & local relevance
    Facilities (hotels, companies, own, with partners)
What makes a successful global MBA strategy:

- **What is the value proposition for your (prospective) students**
  - How do you differentiate your program from others?
  - What are your USPs (Unique Selling Points)?
  - Reputation?
  - Benefits to (prospective) students?
What makes a successful global MBA strategy:

- Why should your faculty be interested?
  - Research opportunities?
  - Teaching opportunities?
  - Business opportunities?
• What makes a successful global MBA strategy:

  – **Have a program champion!**
    • Who is driving the global/internationalization process?
    • Is the person/group well suited for the job?
    • Do they understand the importance and relation to the school’s mission and strategy?
What makes a successful global MBA strategy:

- People, People, People
- Relationships
- Proper planning
- Implementation and Execution
Success to all the schools and with developing and implementing your global strategy!

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