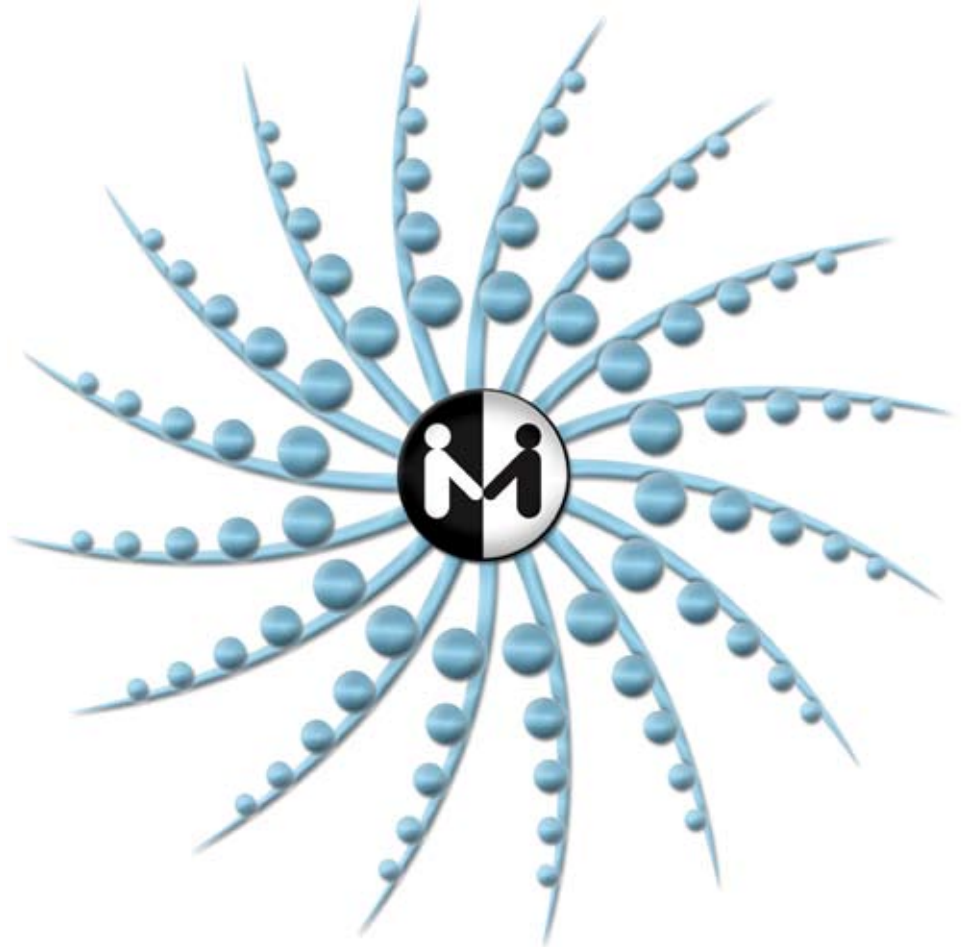




Become World Class in global business

# MBA



Master of Business Administration,  
MBA-education, with specialization in:  
**“International entrepreneurship,  
export/import and creative thinking”**

---

CW Connecting World

Global Growth Builders

Global focus – local action

## Syllabus

The education runs over two full academic years and the content can be grouped in four parts, however not disjunctive. The four parts are

*Entrepreneurship*  
*Human resources*  
*Marketing and Sustainability*  
*and*  
*Project*

Each part makes up 30 European Credit Transfer System, ECTS, points and thus the MBA degree constitutes 120 ECTS. The different parts are entwined during the education. What is needed for the different parts of the project is essential for in which order the components are studied.

The project should be a live project (Case), which either can consist of business plan or market plan ordered by a mentor company, preferably working in import/export business, or a completely new business plan, which the student wants to implement, a plan good enough for a bank to lend at least some seed money on.

## Qualifications for admission

Graduation on Bachelors level - not necessarily in economics or business administration - is needed for admission. Also degrees in engineering, medicine and law can be accepted as basic qualification.

## Admission

The first principle for selection is how well one has succeeded in the Bachelors degree level together with the content of the Curriculum Vitae, which also is to be included in the application for this MBA-education.

The student should also enclose a description of the present work assignment and responsibilities and an evaluation in what way this education could be of value for the future carrier.

The applicant is expected to have the support from the present employer/ financier in order to take part in this education. This can be documented in a "Letter of recommendation".

With these documents at hand, the best 30 applicants are called to an interview and the 20 students with the best qualifications taken all together are admitted.

## Language of instruction

All education is in English. The project should also be written and debriefed in English and it is to be "peer reviewed" by a group consisting of academics and representatives from international business.

Description in more detail of the program and the course contents

Below follows a more detailed description of the suggested content of the proposed education:

## Entrepreneurship

Following headlines are suggested:

### *Business Creation and innovations*

Remarks on and inspiration from some well-known innovators and business creators. Evaluating a business idea, construction of a business plan, construction of a finance plan and peer reviewing of such plans,

### *Financial Accounting*

Basic concepts, cost accounting, financial analysis, budget and budget control,

### *Managing change*

Suggestions in a postmachavellian society, fundamental management, decision making,

### *Certain rights*

Basic knowledge on Patent rights, Innovation rights, Copyright, Trademark, Immaterial rights, and how to guard and protect you against encroachments, Royalty agreements and other international roles of compensation,



### *International agreements and business laws*

Macroeconomics, elementary basic understanding of the meaning of international deals and agreements and how to implement them. Of course this often needs also the help of experts in international law, but here is referred to basics, so you can decide when you really need the assistance of experts – "orderer's competence".

## **Human resources**

Following headlines are suggested:

### *Cross Culture Communication*

i.e. basic understanding of cultural behaviour, etiquette, religion and politics and the impact of these factors on international business and management,

### *Leadership*

i.e. the need of different styles of leadership in different faces of development and different industries and business, how to lead people with different culture and background in the same business or project "how to lead differences", motivation, coaching, group behaviour, socialisation processes, ruler techniques, stress,

### *Conflict resolution*

i.e. how to handle conflicts in your own group, in your company and in relations with partners, opponents, mass media training and so on,

### *Organisation*

i.e. different types of organisations the when, what, why and how, organisational behaviour, strategic management, operational management, visionary management,

### *Project Management*

i.e. how to lead a project and choose co-workers according to the objectives, legal framework governing human relations.

## **Marketing and Sustainability**

Following headlines are suggested:

### *Market analysis*

How to construct and design a questionnaire and how to interpret the result statistically correct, i.e. learning the basics of research methodology, mathematical basis, statistics and probability theory, linear programming, marginal analysis, sensitivity analysis,

### *Marketing*

How to work up a market and keep it working, market structure, demand forecasts, profit and sales maximisation, demand forecasts, understanding of consumers buying behaviour factors,

### *Quality assessment and control*

of processes, manufacturing, meeting of demands, ISO standards, (TQM, Six Sigma, DMAIC, FMEA) and so on,

### *Risk analysis*

Security analysis, investment management, basics in probability analysis and evaluation of risks, enough to have "orderer's competence", so you know when you really need the assistance of experts,

### *Sustainability in learning, health and environment*

Sustainability in manufacturing, industrial processes and basic understanding of echo systems and environment impact are usually considered and in fashion today, and should of course be considered also in this MBA-education. Sustainability in learning and how to keep your own skills and knowledge on top level after your degree and the rest of your working life is much less considered. The same often goes for keeping the health and wellbeing of the co-workers and personal in the long run.

## **Project**

The project should be a live project suggested by one or more of the mentor companies and/or entrepreneurs. The project can consist of a business plan, marketing plan and a finance plan for a certain import/export market. The student will get the project directly from the very start of the education and it will run and be developed during the whole study period. The mentor company and a mentor will be of assistance from the beginning.

Once every semester the student is giving a seminar on how his/her project evolves.



# MBA



The project is, when it is ready, peer reviewed by a group where the mentor company have representation.

The project can also consist of similar plans for a completely new company that the student intends to start. In that case the accompanying finance plan should be peer reviewed also by a financier/bank, willing to accept the plan at least under certain circumstances.

## Marks

The marks should follow the international EU-accepted 7 grade scale.

## Degree

The degree should be given as "Master of Business Administration with specialization in International entrepreneurship, export/import and creative thinking", that is a MBA degree.

## Finances for the above suggested education

Tuition fees are set according to the actual costs, eventual co-finance from the companies and the rules of the country.

The mentor participation of the mentor companies are without any financial compensation to them. On the other hand the project plans – business plan, marketing plan and a finance plan – are free for the mentor company to use within a period of three years and during this time the main ideas of the project plans are under obligation to preserve secrecy, if the mentor company so demands. After this period the plans are free for the student to use, if the company has not used the plan during this period.

If the company uses the plans successfully, they are obliged to compensate the university and the student according to normal agreed company royalty or consultancy rules.

The tutoring from the university is expected to follow normal compensation according to the state rules in the government bill. If representatives from companies or other organisations participate in the tutoring, these persons shall be compensated according to the guest lecturer payment roles for the university at hand.

## When?

This MBA- education should start as soon as possible, no later than 2011. The number of admitted students should be say 20 for the first start.



CW Connecting World

P.O. Box 1166, SE-721 29 Västerås, Sweden  
Phone +46 (0)21 18 04 75

[cw.mba.wwb@cw-connectingworld.com](mailto:cw.mba.wwb@cw-connectingworld.com)  
[www.cw-connectingworld.com](http://www.cw-connectingworld.com)

## COMPILED BY:



*Ulf Hanning, Professor em.*  
Honorary Doctor Plekhanov Russian  
Academy of Economics, Moscow, Russia.  
[ulf.hanning@cw-connectingworld.com](mailto:ulf.hanning@cw-connectingworld.com)

© Ulf Hanning, CW Connecting World