

- ▶ identifying strengths and weaknesses
- ▶ making a five-year plan
- ▶ presenting proposals

Glossary PAGE 150

campus
draw up
heritage
metropolis
procurement
sit back
tailor

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

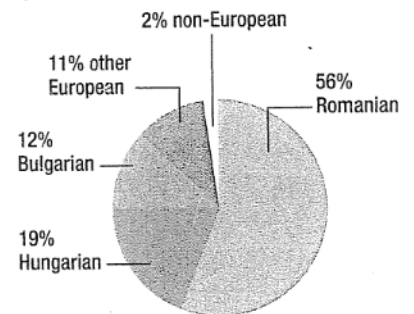
Reading

2 Read the information about Mangalia Business School and list its strengths and weaknesses in terms of its ability to compete in 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 Master's 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.

Students



Courses

