


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  1:23 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?

Listening

5  1:24 Listen to a radio news report. How does this news affect your proposals?

Presentation

6 Present your proposals. The class should vote for the best presentation.

