



businessschool™  
netherlands

# International Action Learning MBA®

Business School Netherlands

# The origin of Business School Netherlands

- 1988: only traditional MBA's
- A lot of criticism of traditional MBA's
  - No dealing with real time challenges within the organisation
  - Academic approach
  - No implementation
- Response of BSN: de Action Learning MBA

## Developed for the busy manager

- Per week approx. 15 hours, 6 hours during working hours (AL projects)
- **Structure:**
  - Online coaching by senior consultants
  - Support by a local or central set adviser
  - 2 x 1 week workshops in The Netherlands
  - Project in your own organisation
  - Dissertation
  - Your projects will be evaluated

# Return on Investment (ROI)

- High ROI
- Integration of learning and working, Learning Organisation
- Less absence on the workplace
- Alternative for hiring external consultants

## It is fun to do

- Meets your own interests
- Saves on study time
- Working in small teams and real projects
- Exchange experiences with international managers
- Always innovative, state of the art
- Immediate results for your company

## Which MBA to choose?

- Most MBA's are academic and traditional
- Business School Netherlands is "Action Learning"
- And "excitingly different"

# Why choose Business School Netherlands?

- Action Learning is “excitingly different”
- One of the leading Dutch Business Schools
- Accredited by the Dutch Validation Council and the NVAO  
(The accreditation organisation of The Netherlands and Flanders)
- A part-time International Executive MBA where you can apply theory into practise.
- High Return on Investment
- It is fun to do