

*Never underestimate the power of a small group of committed people to change the world.*

*In fact, it is the only thing that ever has.*

**Margaret Mead**



## COTRUGLI BUSINESS SCHOOL:

- the leading business school in Croatia
- the fastest growing business school in the SE Europe
- premium business education for managers and entrepreneurs



## **BENEDETTO COTRUGLI (1416-1469):**

- Ragusan merchant, economist, scientist, diplomat and humanist
- "The Art of Trade" (1458):
  - double entry bookkeeping
  - personal development and ethics in business



# ABOUT COTRUGLI

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## **MISSION:**

- to develop high quality, ethical leaders capable to cope with the constant change and to make a positive contribution to their organisations and society

## **VISION:**

- to be recognized internationally as a centre of excellence for business education and the leading Business School in SE Europe



- Regional Centre in Zagreb
- Regional Centre in Belgrade
- Branch Office in Ljubljana
  
- current market presence:
  - Slovenia, Croatia, Serbia, Macedonia, B&H, Bulgaria
- total number of our participants: cca. 5000

# WHY COTRUGLI?

**top partners**



**top programs**



**top professors**

**top participants**



# TOP PARTNERS



- top partners
- top programs
- top professors
- top participants

# TOP PROGRAMS



- current trends in education
- immediately applicable knowledge
- exceptional international networking
- participants from region's leading companies
- eminent lecturers from the world's leading business schools

- top partners
- top programs
- top professors
- top participants



# COTRUGLI MBA PROGRAMS



MBA programs developed to satisfy individual needs of junior to top level managers:

**Chief Executive MBA**

**Executive MBA**

**MBA**

- top partners
- top programs
- top professors
- top participants

# MBA PROGRAM



- part time program designed for junior and middle managers
- helps participants to become effective managers and team players
- 8 weeks in several SE European locations

- top partners
- top programs
- top professors
- top participants

# WHY MBA?



- exceptional international networking
- small teams work on real business cases
- interactive program supports creation of individual business ideas

## Program Design:

- 70% general managerial skills
- 30% interpersonal skills

- top partners
- top programs
- top professors
- top participants



# MBA PROGRAM DESIGN

8 weeks spread over 18 months:

1. year

7 days

July

14 days

September

7 days

December

2. year

7 days

July

14 days

September

7 days

December

- top partners
- top programs
- top professors
- top participants

# EXECUTIVE MBA PROGRAM (EMBA)

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- 2 year program oriented towards highly motivated and action driven middle to top management executives

- perfectly fits into your busy schedule

- top partners
- top programs
- top professors
- top participants

# WHY EMBA?

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- network of 400 regional managers and entrepreneurs
- access to a business school's top faculty
- executive perspective
- collaborative learning
- immediate applicability
- increased confidence

- top partners
- top programs
- top professors
- top participants



# WHO ARE EMBA PARTICIPANTS?

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- middle and top managers
- average age: 35
- M : W = 2 : 1
- wide scope of professions
- average working experience : 12 years

- top partners
- top programs
- top professors
- top participants

# EMBA PROGRAM DESIGN



Year 1

**Managerial Economics  
& Quantitative Methods**

**Entrepreneurship**

**Marketing Management**

**Managerial Accounting**

**Financial Management**

**Decision Making**

**HR Management**

**Business Communication**

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- top participants

# EMBA PROGRAM DESIGN



Year 2

Operations Management  
Strategic Management  
Advanced Finance  
Advanced Management Program  
Personal Development  
New Business Models for the  
Knowledge Economy  
Thought Leadership  
Entrepreneurship 2

- top partners
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- top professors
- top participants



# 68,3% HIGHER INCOME AFTER MBA

## ROEI (Return on Education Investment)

	AVERAGE MONTHLY INCOME	AVERAGE INCOME IN 10 YEARS	AVERAGE INCOME IN 20 YEARS
Employee holding Master's degree without MBA	850 € net	101,000 € net	202,000 € net
Employee holding Master's degree and MBA	1,430 € net	173,000 € net	346,000 € net
The COTRUGLI EMBA price: 18,000 € (possible by installments) MBA participants earn 68,3% more then others (moj-posao.net)		RESULT: 72,000 € net profit due to higher monthly earnings. If you take 18,000 € off = 54,000 € in profit	RESULT: 144,000 € net profit due to higher monthly earnings. If you take 18,000 € off = 126,000 € in profit

\* taxes not included

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- top participants

# IN - HOUSE PROGRAMS



- flexible, tailor made programs
- answer specific clients' needs
- carried out in small groups
- lecturers with exceptional professional references
- cooperation of COTRUGLI and HR department
- the client determines the length and dynamics of the program

- top partners
- top programs
- top professors
- top participants





## Example 1

### "Carlsberg mini - MBA program"

The goal was to create a specific education program for Carlsberg "talent pool", one that will be tailored to specific Carlsberg business goals.

"tailor made approach" - the program was prepared in close connection with Carlsberg HR department, paying close attention to:

- the participants level of knowledge
- business objectives of Carlsberg

- top partners
- top programs
- top professors
- top participants



# TOP PROFESSORS:

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**Kellogg School of Management**

**ESCP - EAP**

**INCAE**

**Oxford Leadership Academy**

**World Business Academy**

**Harvard Business School**

**Indian Institute of Management**

**Case Western**

**Global Consultants**

- top partners
- top programs
- top professors
- top participants

# TOP PROFESSORS:



Peter Senge



Peter Brew



Berry Merkin



Emmanuel  
Zilberberg



Mike George



Esteban  
Brenes



Jyoti Gupta



Richard Finn



John Ickis

- top partners
- top programs
- top professors
- top participants

# TOP PARTICIPANTS:



**Tzvetan Sarbinovski**



**Snježana Melnik  
Vallant**



**Anton Müller**



**Ivana Milić**



**Predrag Cindrić**



**Saša Spasić**



**Kristina Horbec**



**Desnica  
Radivojević**



**Valentin Vičić**

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# WHAT DO OUR CLIENTS SAY?

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EMBA program u Cotrugli Business Academy priprema menadžere za promjene kroz koje prolazi poslovni svijet

# Obrazovanje

# WHAT DOES THE MEDIA SAY?

Više od 400 Hrvata pohađaju završili najviše poslovne škole

## TOP MENADŽIJA



# Izvrсни polaznici - ključ uspjeha E/MBA programa

Lider u suradnji s Novom TV i u 2008. godini najavljuje dodjelu stipendija u vrijednosti od 105.000 eura za Executive MBA i MBA program pri Cotrugli Business Schoolu, vodećoj poslovnoj školi u Hrvatskoj

### Uvjeti za Executive MBA program

- završen fakultet
- aktivno znanje engleskog jezika
- najmanje tri godine radnog iskustva
- menadžersko iskustvo
- četiri kupona iz listova

### Uvjeti za MBA program

- završen fakultet
- aktivno znanje engleskog jezika
- najmanje jedna godina radnog iskustva
- četiri kupona iz listova

### Kuponi

Kuponi za sudjelovanje na natjecanju bit će objavljeni u listovima 14., 21. i 28. ožujka te 4. travnja, a direktni kuponi 6. travnja. Trebat će prikupiti četiri kupona.

Poslovni tjednik **Lider** zajedno s poslovnim magazinom **Nova** dojelite stipendije vrijedne 105.000 eura za Executive MBA i MBA program pri Cotrugli Business Schoolu u Zagrebu. Riječ je o Executive MBA stipendijama za kandida

date s menadžerskim iskustvom te o MBA stipendijama za kandidate bez menadžerskog iskustva. Svi koji se pojave do 7. travnja 2008. imaju će priliku učiti u hrvatskoj i inozemstvu. MBA programi su od iznimne važnosti za svakoga tko želi stvoriti vrijednost i kontinuirano ulaganje u profesionalni i osobni razvoj. Takvi programi svojim polaznicima daju znanje potrebno za vođenje organizacije i kao takvi su važni standard poslovne edukacije u svijetu.

Izvršni polaznici su jedan od najvažnijih ključeva uspjeha Cotruglija. S obzirom na to da ovaj elitni program radi u grupama, polaznici na MBA programima ovise o drugim polaznicima. Kroz timski rad na projektima jako mnogo uče jedni od drugih. Što je tim kvalitetniji, to brzo više putika za uspjeh i osobni razvoj.

### Kalendar natjecanja

**do 7. travnja 2008.** Kandidati se prijavljuju za natjecanje na stranici [www.cotrugli.eu/scholarships](http://www.cotrugli.eu/scholarships). Nakon prijave elektroničkim putem dobivaju materijale koje vraćaju e-poštom svaki prijavni materijal ispunjavaju se na engleskom jeziku i šalje do 7. travnja 2008.

**do 14. travnja 2008.** Cotrugli poslovna škola tražit će i obavijestiti kandidate koji se natječu za stipendije u skladu s drugim kriterijima.

**19. travnja 2008. - Executive MBA** i **20. travnja 2008. - MBA** U Zagrebu će se održati drugi dio selekcijskog procesa koji će se sastojati od individualnih testova i timskih zadataka. Kandidati koji uđu u drugi krug natjecanja moraju sa sobom donijeti četiri kupona iz listova.

**Prijava**  
[www.cotrugli.eu/scholarships](http://www.cotrugli.eu/scholarships)  
**Kontakt**  
[scholarships@cotrugli.eu](mailto:scholarships@cotrugli.eu)

Tako, primjenom, povećanjem polaznika EMBA programa u Cotrugliu ima 36 godina i pripada srednjem ili visokom menadžmentu. Sve više raste i svijetlostima imena, koje su spremne prihvatiti novu ulogu u društvu te ih Cotrugli na posljednjoj EMBA generaciji ima čak 60%. Ukupan broj polaznika EMBA generacije 2007. povećao je 100, od čega ih 70% dolazi iz vodećih hrvatskih organizacija te 30% iz regije. Time je Cotrugli sa 110 polaznika u posljednjoj Executive MBA generaciji postao lider u više EMBA polaznika po generaciji od bilo koje poslovne škole u cijeloj regiji.

Polaznici dolaze iz različitih sektora i često su visoki stručnjaci u područjima u kojima rade. Među njima je znatan broj IT stručnjaka, farmaceuta, izdavača, raznih stručnjaka. Riječ je o ljudima koji svoje stručno znanje žele nadograditi i koristiti u svojim organizacijama i zajednicama kako bi nakon završenog programa lakše osposobljeni vodili organizacije i pobijedili konkurenciju. Izazov je takvom grupom profesionalaca napredovati je kvalitativno.

Naposlednja generacija EMBA polaznika (svoga 1. generacijom internacionalnog programa u Beogradu) su posjednici standard poslovne edukacije u svijetu. Ovo je važnost za svakoga tko želi stvoriti vrijednost i kontinuirano ulaganje u pri razvoj te želi steći znanja u organizaciji. Razgovarajući sa Anom Jergović, dotakli smo važna pitanja koja Cotrugliu omogućuju da se razvija i napreduje.







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**COTRUGLI is more than a route to a successful career,  
it's a life-changing experience.**

**Are you ready to get on board?**

- top partners
- top programs
- top professors
- top participants



# ...You in three years' time



What experience do you need?


Who are the people you should know?

What kind of knowledge do you need?

How much sacrifice are you willing to take?

**You today...**

- top partners
- top programs
- top professors
- top participants



## Questions & Answers