

BSN best MBA of the Netherlands according to Management Team

'We make a consultant redundant'

Business School Netherlands provides the most appreciated MBA programme of the country, as proved by results of Management Teams study. 'Every dissolved case at our place, contributes immediately to business results.'



'Establish an oil refinery in Mexico' an often used case-study for MBA students. 'Very interesting to go deeply into that subject' says Dick Gerdzen. "However, I think it is disappointing that it handles a totally fictive case." Most students will never test whether their chosen approach is as effective as expected in real life, he continues. "They just solved a puzzle." Business School Netherlands (BSN), the institute where Gerdzen is managing director, handles it differently. They are convinced

that students should be able to solve actual existing problems. They therefore apply the so called 'Action Learning method', learning by doing. This means one doesn't have to learn boring, enormous books by heart or solve 'death' cases from the past, but get their selves a job instead: action, enterprising and creative thinking.

Coal mine

This philosophy goes back to a line of thought from the forties, developed by a Brit called Reg Revans. The professor and management consultant organized small group sessions for managers of a coal mine to share experiences and ask each other questions about things they saw and heard, as a result of which productivity increased with 30 percent.

The next decennia he elaborated his experiences into a methodology, nowadays broadly used in organisations. Nokia, Samsung, General Electric and Boeing for example use the Action Learning methodology in order to improve the learning capacities of their own organisation.

Millions of Euros

Partly due to this educational philosophy the MBA of Business School Netherlands was voted best MBA among general management providers last September. At the beginning of their MBA, students analyze their own organisation. Together with their employer they select five projects for improvement which will be worked out in small groups. "A case could for example revolve around the improvement of a production process, exploring new markets or try to get a product known."

With the help of literature, students then sort out how others tackled comparable situations in the past, after which they gather every two weeks for a meeting under guidance of a coach of

BSN. As a result of which the chosen approach will be implemented.

“Managers who follow their MBA with us therefore save on consultancy costs” states Gerdzen. “More than that, every case dissolved at BSN, has a positive effect on the return on investment.”

Last year the business school asked 100 students to indicate the extra profit their company made as a result of the solved business cases. “The total calculated amount: dozens captured of millions Euros.”

Source: Management Team / No. 618 / December 2012