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
ABOUT COTRUGLI

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

www.cotrugli.eu
ABOUT COTRUGLI

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

www.cotrugli.eu
ABOUT COTRUGLI

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

www.cotrugli.eu
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

www.cotrugli.eu
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

www.cotrugli.eu
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
- 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

www.cotrugli.eu
MBA PROGRAM DESIGN

8 weeks spread over 18 months:

<table>
<thead>
<tr>
<th>1. year</th>
<th>2. year</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 days</td>
<td>July</td>
</tr>
<tr>
<td>14 days</td>
<td>September</td>
</tr>
<tr>
<td>7 days</td>
<td>December</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

www.cotrugli.eu
EXECUTIVE MBA PROGRAM (EMBA)

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

- perfectly fits into your busy schedule
- network of 400 regional managers and entrepreneurs
- access to a business school’s top faculty
- executive perspective
- collaborative learning
- immediate applicability
- increased confidence
WHO ARE EMBA PARTICIPANTS?

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

Year 1

Managerial Economics & Quantitative Methods
Entrepreneurship
Marketing Management
Managerial Accounting
Financial Management
Decision Making
HR Management
Business Communication

www.cotrugli.eu
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

www.cotrugli.eu
68,3% HIGHER INCOME AFTER MBA

ROEI (Return on Education Investment)

<table>
<thead>
<tr>
<th>Employee holding Master's degree without MBA</th>
<th>AVERAGE MONTHLY INCOME</th>
<th>AVERAGE INCOME IN 10 YEARS</th>
<th>AVERAGE INCOME IN 20 YEARS</th>
</tr>
</thead>
<tbody>
<tr>
<td>850 € net</td>
<td>101,000 € net</td>
<td>202,000 € net</td>
<td></td>
</tr>
<tr>
<td>Employee holding Master's degree and MBA</td>
<td>1,430 € net</td>
<td>173,000 € net</td>
<td>346,000 € net</td>
</tr>
</tbody>
</table>

The COTRUGLI EMBA price: 18,000 € (possible by installments)
MBA participants earn 68,3% more than 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
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

www.cotrugli.eu
IN - HOUSE PROGRAMS

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 PROFESSORS:

Kellogg School of Management
ESCP - EAP
INCAE
Oxford Leadership Academy
World Business Academy
Harvard Business School
Indian Institute of Management
Case Western
Global Consultants

www.cotrugli.eu
WHAT DO OUR CLIENTS SAY?

Zagrebačka Banka
Alstom
Coca Cola
Dukat
HRT

top partners
top programs
top professors
top participants

www.cotrugli.eu
Izvrsni polaznici - ključ uspjeha E/MBA programa

Lider u suradnji s Naveom TV i u 2008. godini najaviće dodjeljuje stipendije u vrijednosti od 105.000 eura za Executive MBA i MBA program pri Cotrugli Business Schoolu, vodećoj poslovnoj školi u Hrvatskoj.

**Ovjec za Executive MBA program**
- začetni izlazak
- aktivno zanje engleskog jezika
- najmanje više godina radne iskustva
- stručna znanja iz sfere
- četvrti kapone iz lične

**Ovjec za MBA program**
- začetni izlazak
- aktivno zanje engleskog jezika
- najmanje jedno godina radne iskustva
- četvrti kapone iz lične

**Kuponi**
Kuponi za sudjelovanje na natjecaju bit će objavljeni u četrtoj, petoj, šestoj, sedmoj, sedam i osam, a džik-kupon 6. travnja. Treba da potkupiti četvrti kupona.

**Kalendar natjecaja**

- **do 7. travnja 2008.**
  - Kandidati koji ne ispunjavaju zahtjeve za MBA pošalju mail sa linkom za izvješće.

- **do 14. travnja 2008.**
  - Kandidati će ispunjati zahtjeve za MBA pošalju mail sa linkom za izvješće.

- **19. travnja 2008.**
  - Executive MBA
  - MBA
  - Kandidati će ispunjati zahtjeve za MBA pošalju mail sa linkom za izvješće.
COTRUGLI is more than a route to a successful career, it's a life-changing experience.

Are you ready to get on board?

www.cotrugli.eu
...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

www.cotrugi.eu
Questions & Answers