



*Maximizing Arab Applications*



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Benefits of an MBA

Application Process

MBA Arabia Advantage



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**Benefits of an MBA**

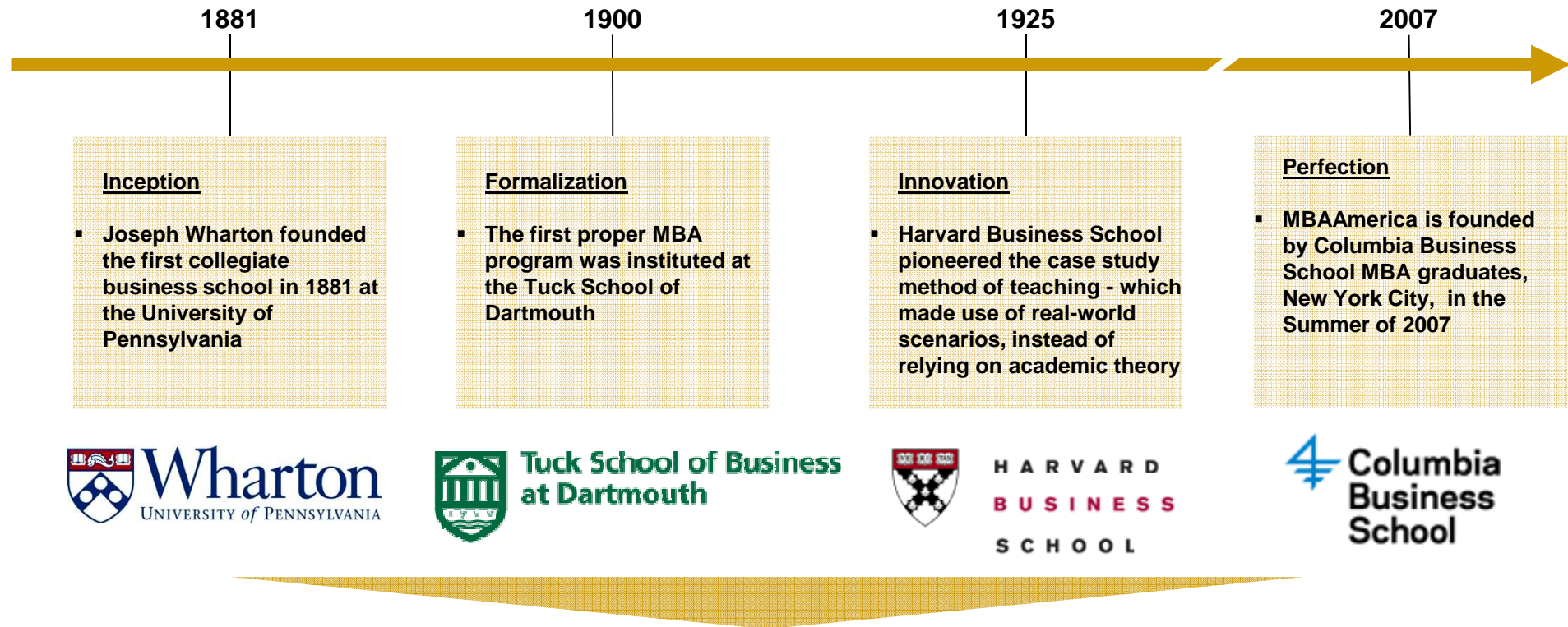
Application Process

MBA Arabia Advantage

# The MBA or Masters of Business Administration, has undergone continuous evolution for the past 130+ years

NON EXHAUSTIVE

## MBA Timeline



The MBA has been evolving since its inception from pure business administration to a modern day moniker of efficiency and an essential platform for leadership across all industries

Source: MBAArabia Analysis, TopMBA.com

# Today, there are many benefits to achieving an MBA ranging from career advancement to career change

NON EXHAUSTIVE

## Benefits of an MBA

### Career Advancement

- An MBA can help accelerate an applicant in their current job/industry in regards to responsibility and/or pay
- An MBA can also increase job security within the current employer or within your current industry
- If nothing else, MBA programs can provide good networking opportunities which in turn can accelerate the above two points

### Career Development in Business

- Earning an MBA will increase business knowledge and add expertise. While some applicants do not have a specific career goal in mind, they know that an MBA will help them
- An MBA is a very versatile degree. Most programs welcome and even prefer applicants with non-business backgrounds
- An MBA combined with just about any other field of study will enhance the degree holder's business savvy or management skill within that field

### Career as an Entrepreneur

- A significant number of the individuals that pursue an MBA do it to eventually start their own business, while an MBA is not required to be an entrepreneur or to start a business, it can be a huge benefit
- An MBA, by its very nature, covers a broad set of business topics. It is good to know a little of everything if you own a business. There is no doubt that what you learn in an MBA program will be applicable to running your own business

### Career Change

- Often getting an MBA can lead to a career change. The MBA is considered a management degree and can prepare you for management-level positions across different industries
- Also, many programs have specializations or are specialized in their industry focus (eg: Healthcare MBA). Getting a specific MBA can make you more marketable within that specialized area

Source: [MBAArabia.com](http://MBAArabia.com) Analysis, [MBA-options.com](http://MBA-options.com)



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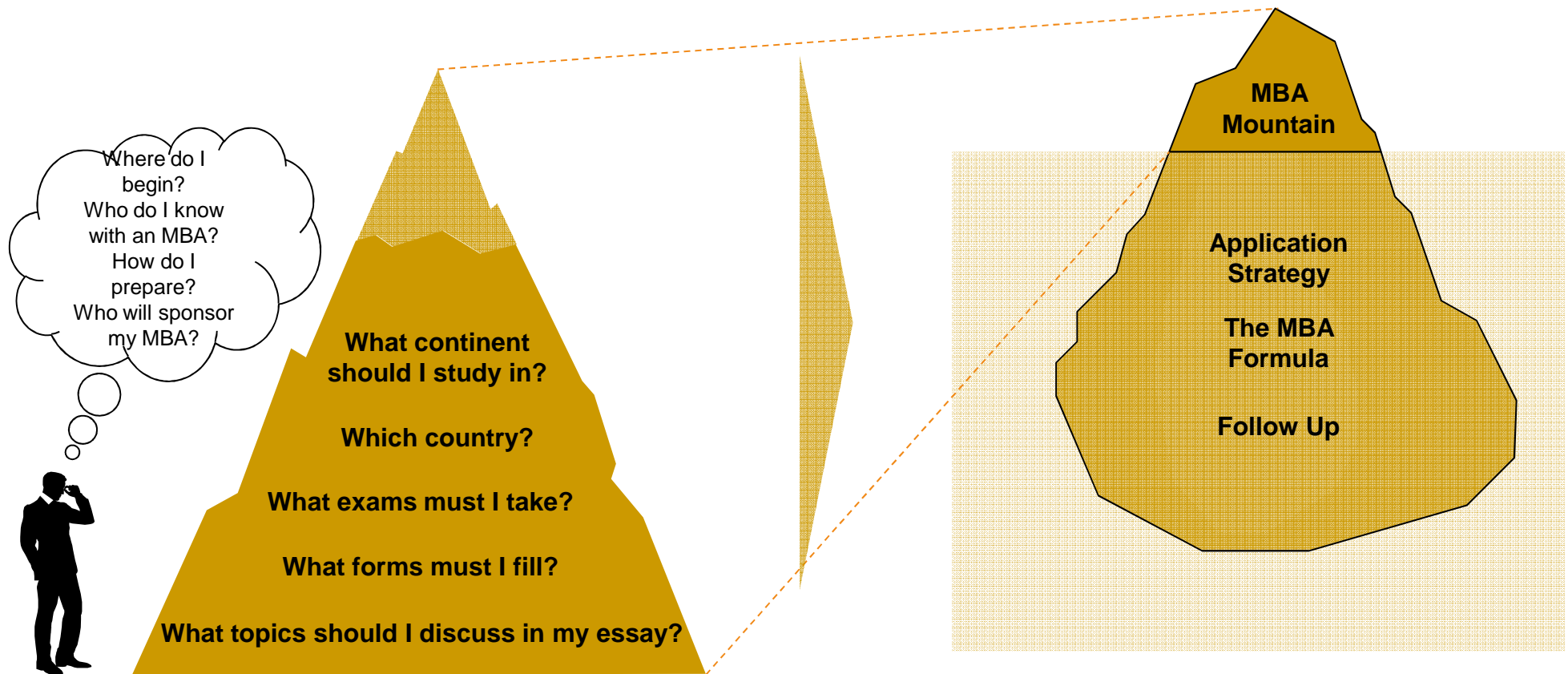
Benefits of an MBA

**Application Process**

MBAArabia Advantage

# Many applicants feel daunted when faced with the MBA mountain they have to climb, little do they realize that it is in fact an Iceberg

The MBA Mountain and Iceberg



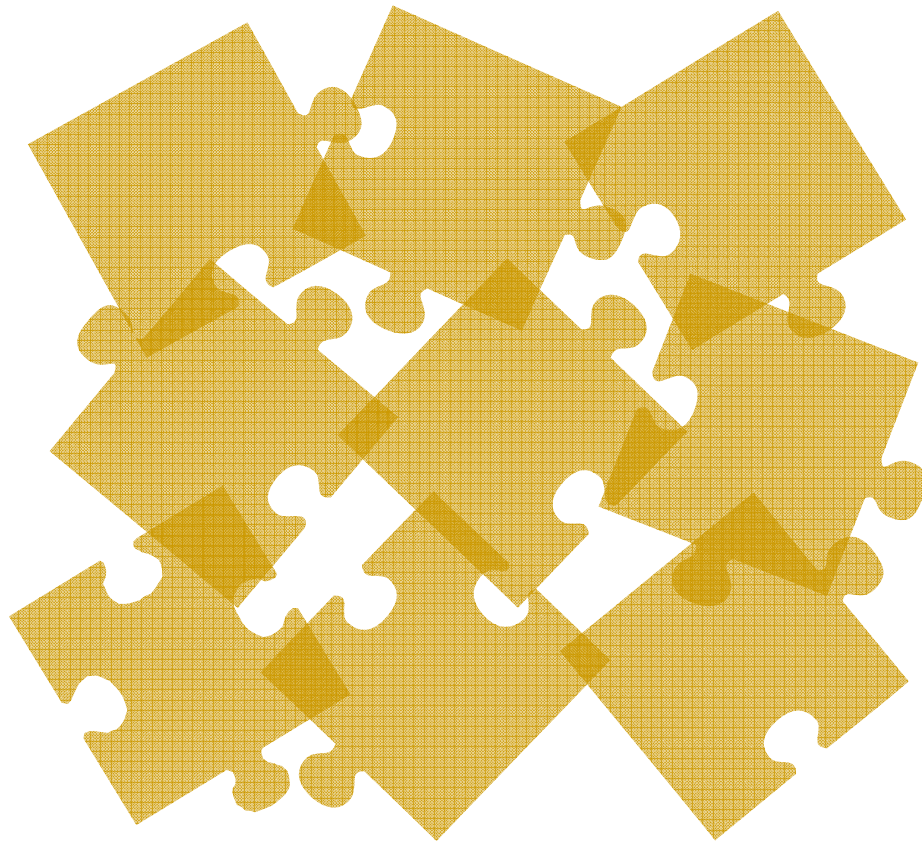
Source: MBAArabia Analysis

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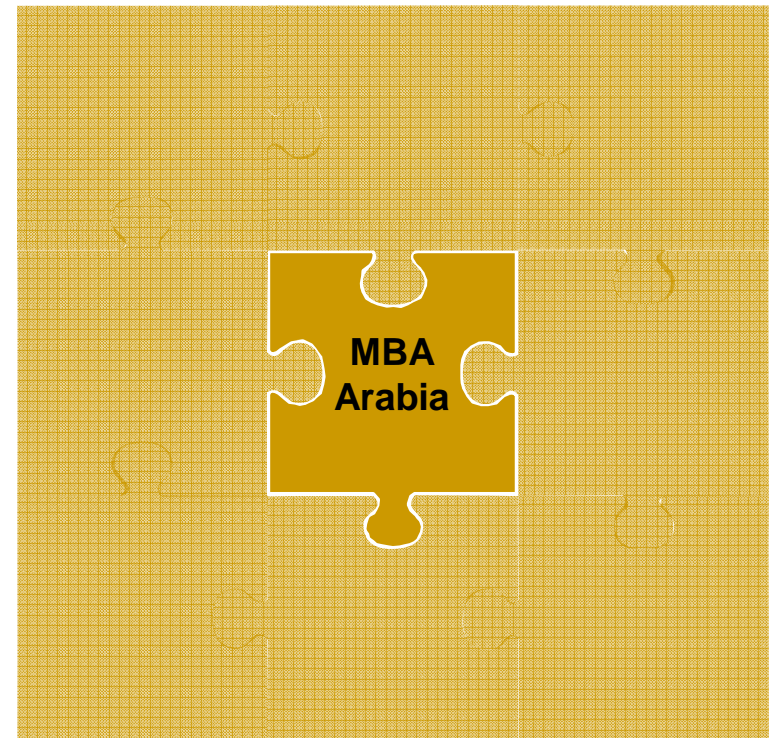
**A solid *application strategy* needs to be set prior to immersing oneself in the application process, this strategy will then...**

**Setting an Application Strategy**

**Typical Haphazard Application Approach**



**Solid and Structured Application Strategy**

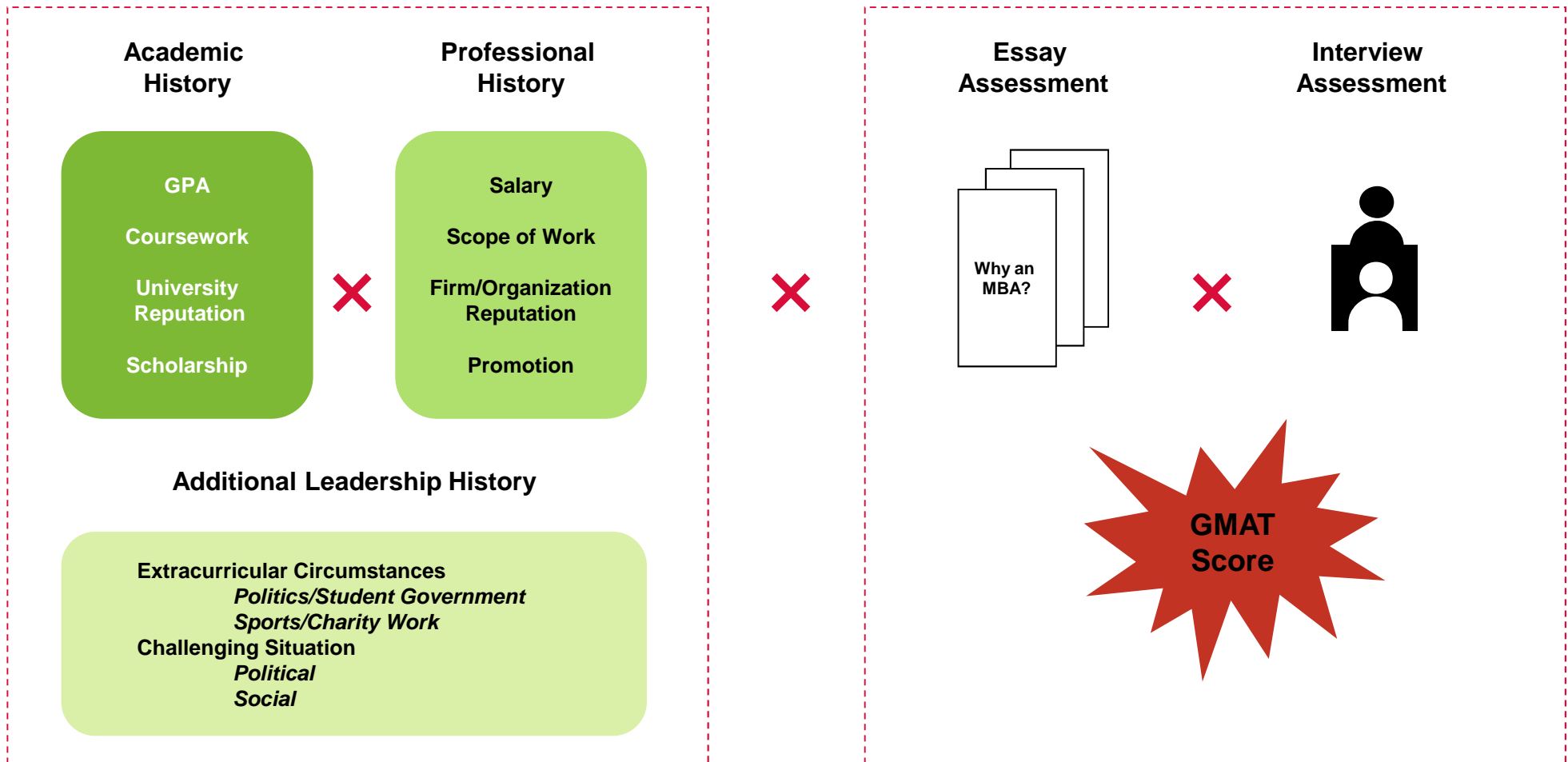


Source: [MBAArabia Analysis](#)

# ...increase the applicants chance of solving the *MBA formula*

ILLUSTRATIVE

## The MBA Formula<sup>®</sup>

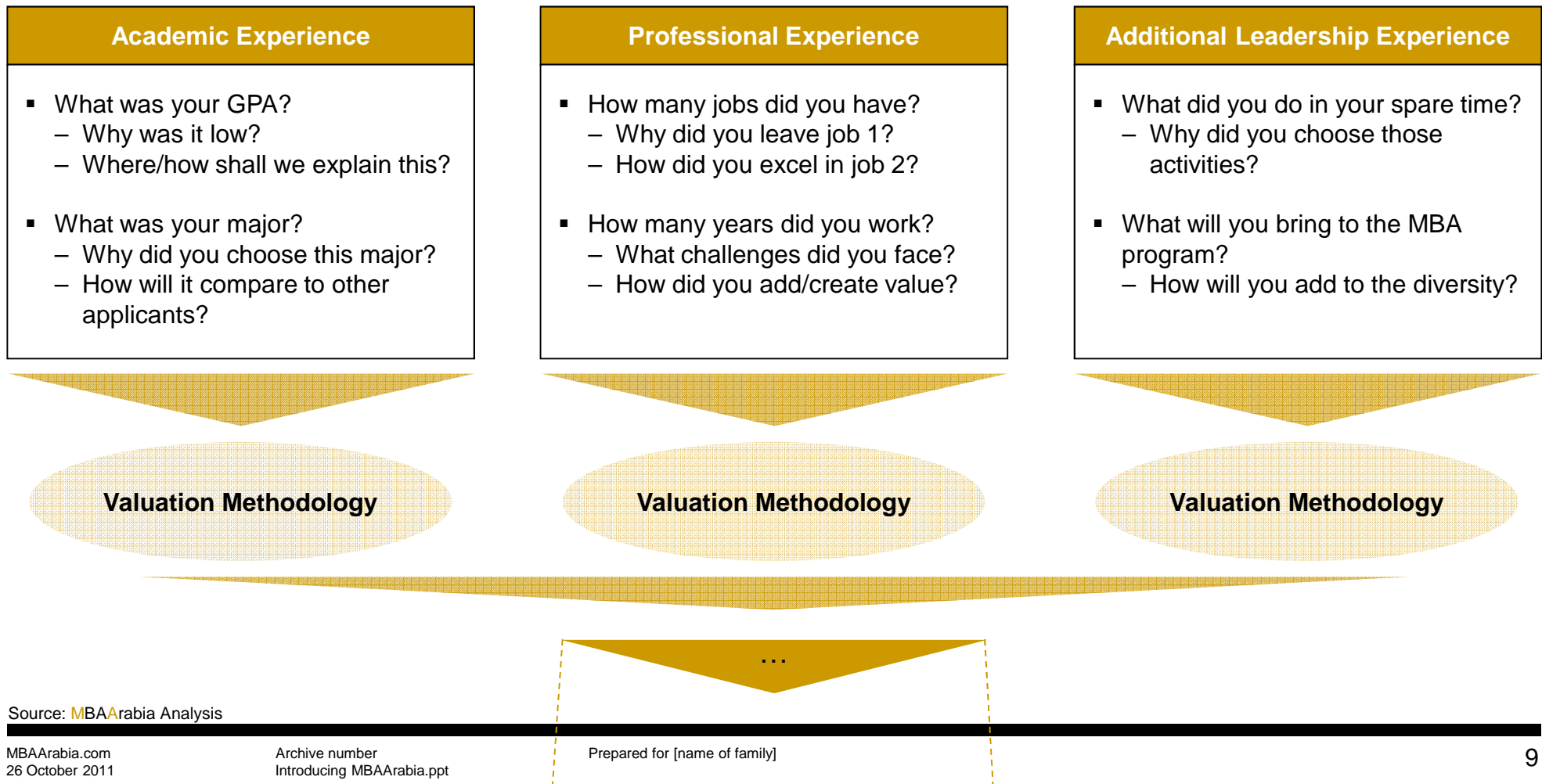


Source: MBAArabia Analysis

# MBAArabia will assist the applicant in extracting key points from the academic, professional and additional leadership pillars...

EXAMPLE

## Extraction of Value

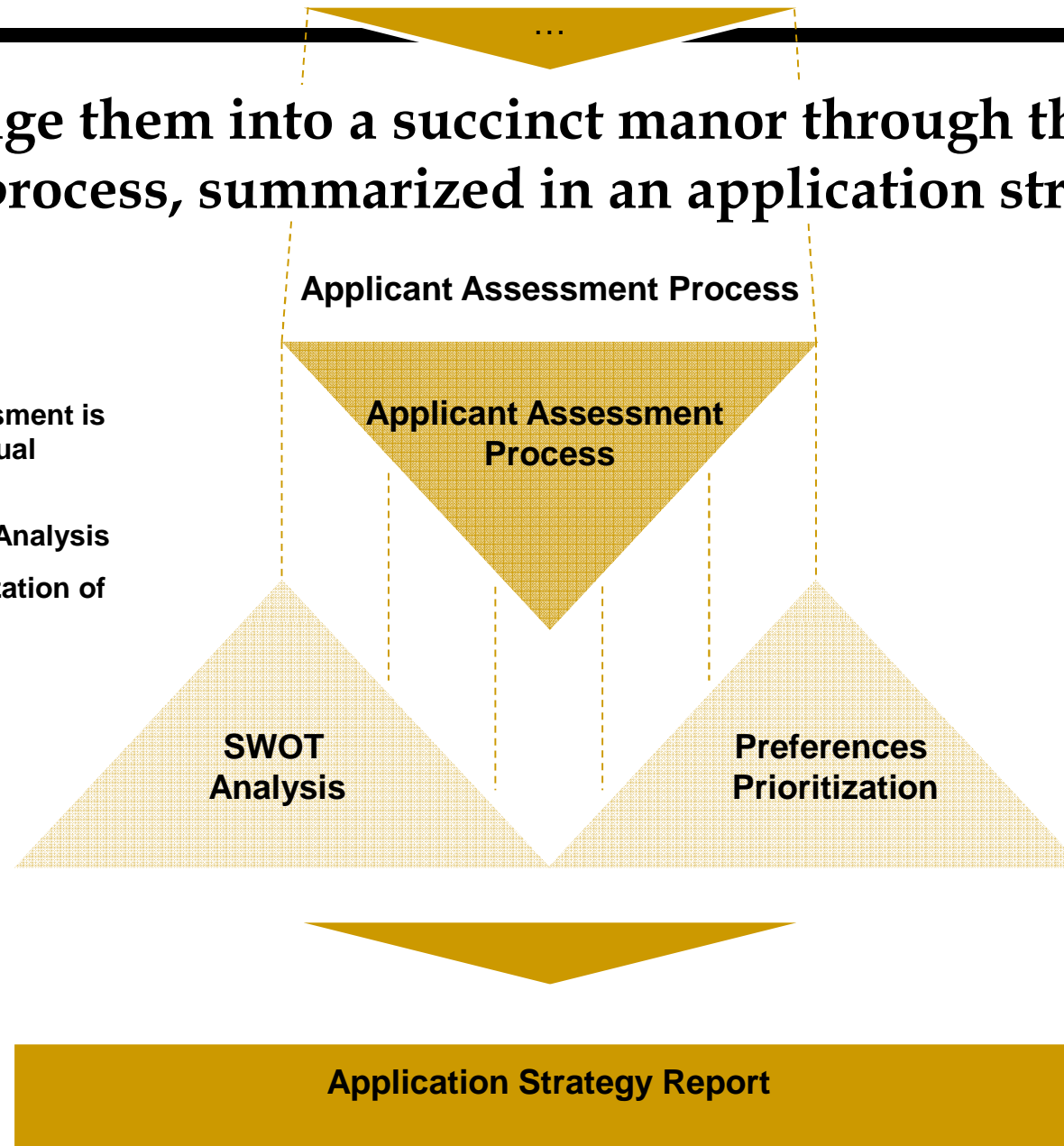


Source: MBAArabia Analysis

... and package them into a succinct manor through the applicant assessment process, summarized in an application strategy report

The Application Assessment is made up of two individual modules:

- 1) An Objective SWOT Analysis
- 2) A Subjective Prioritization of Applicant Preferences



Source: MBAArabia Analysis



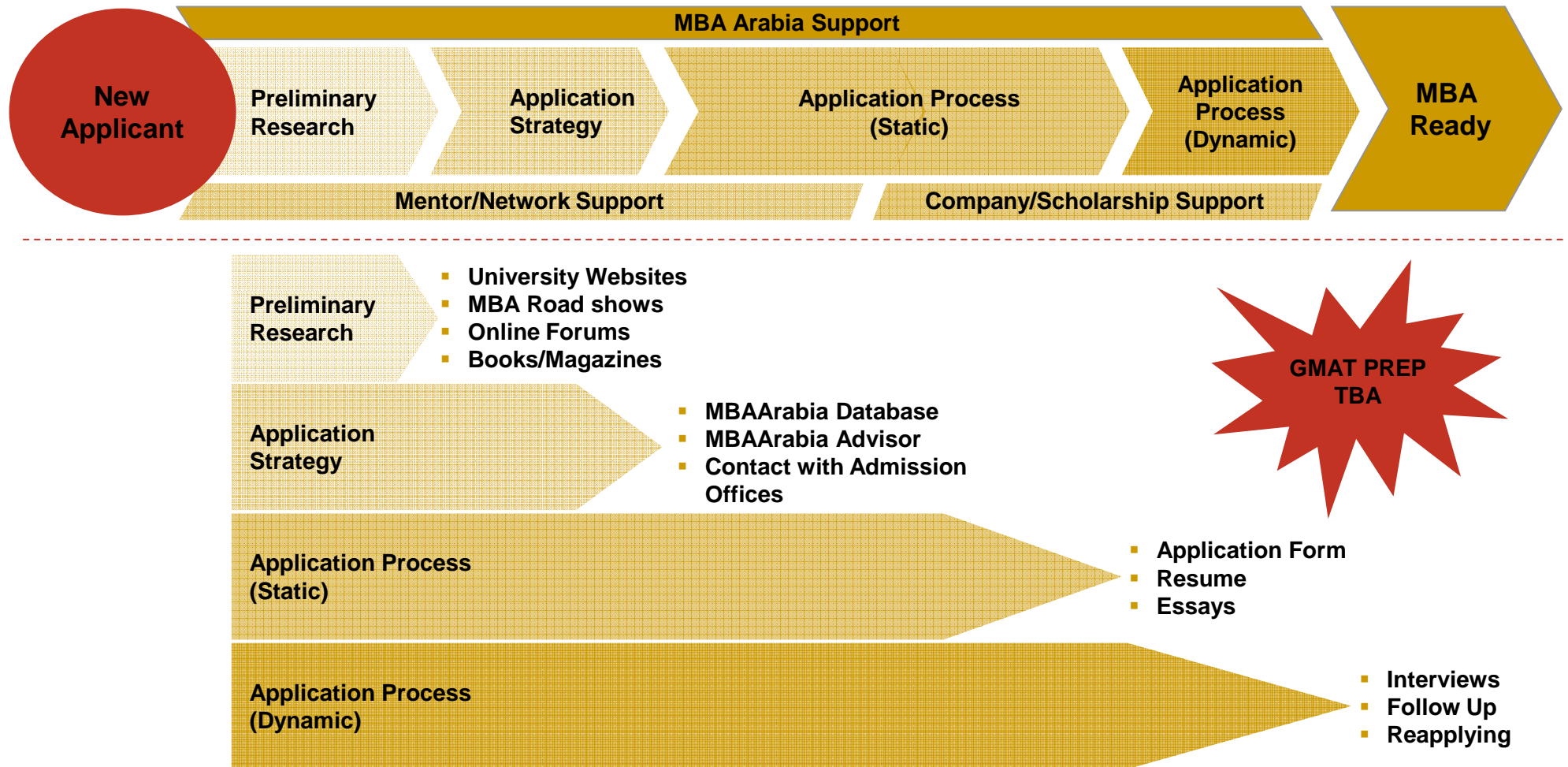
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Benefits of an MBA

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**MBA Arabia Advantage - Our Services**

# MBAArabia provides support to MBA applicants throughout the application process to maximize their chances of acceptance

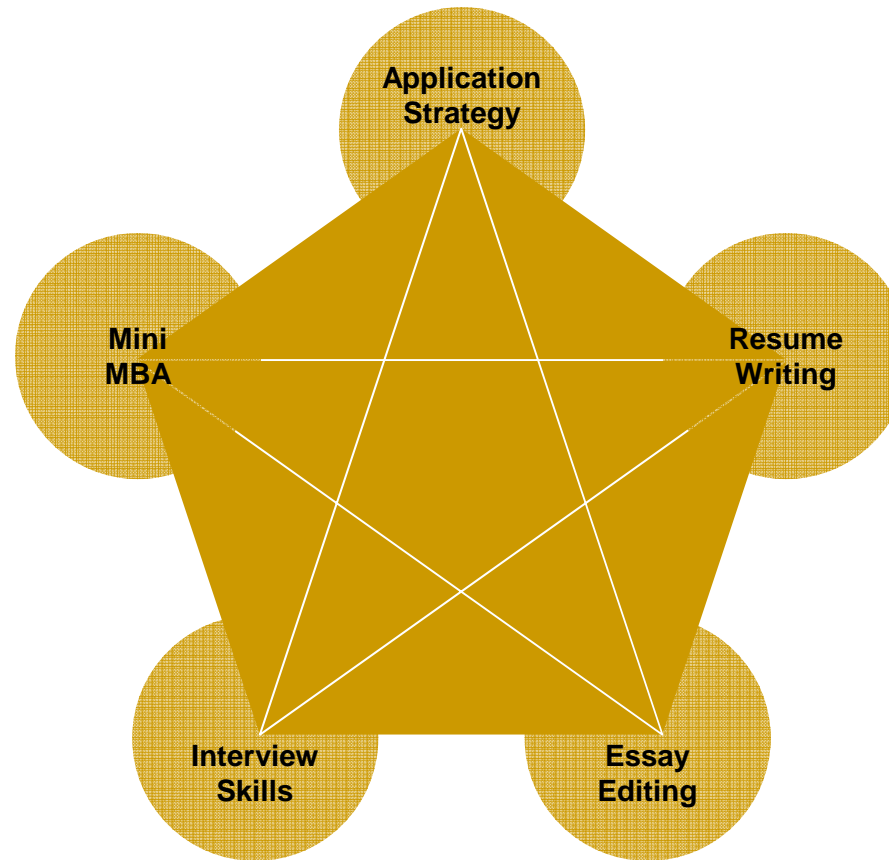


Source: MBAArabia Analysis

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**MBA**Arabia mentors may also provide each of the five primary services on an ad hoc basis

**MBA**Arabia Primary Services

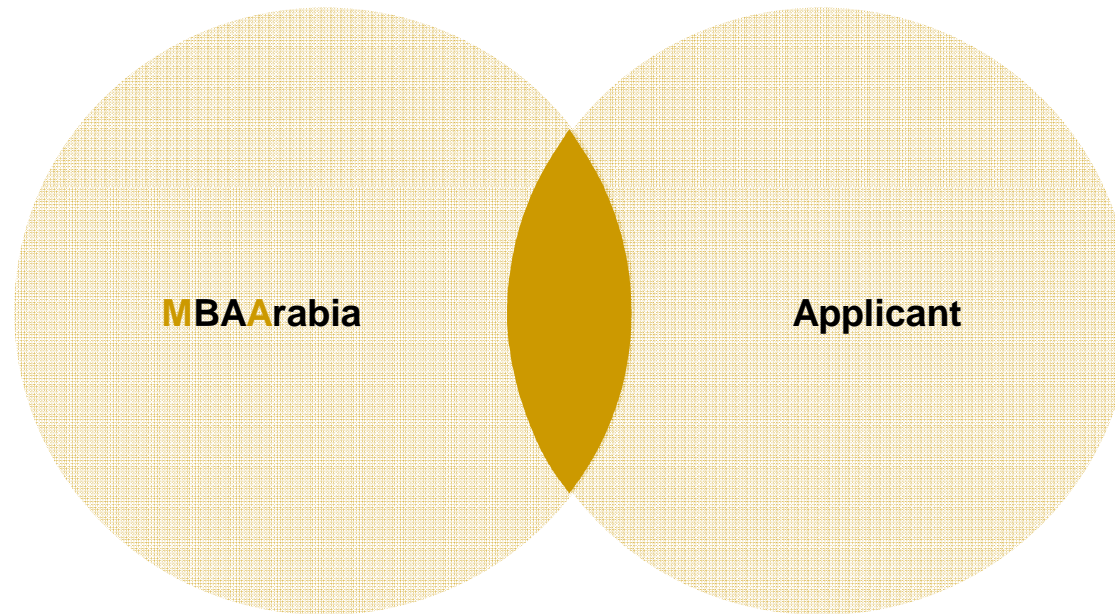


Source: **MBA**Arabia Analysis

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**Whether the applicant chooses a full or ad hoc support, all efforts will be pursued in tandem, via a partnership**

**Partnership Towards Success**

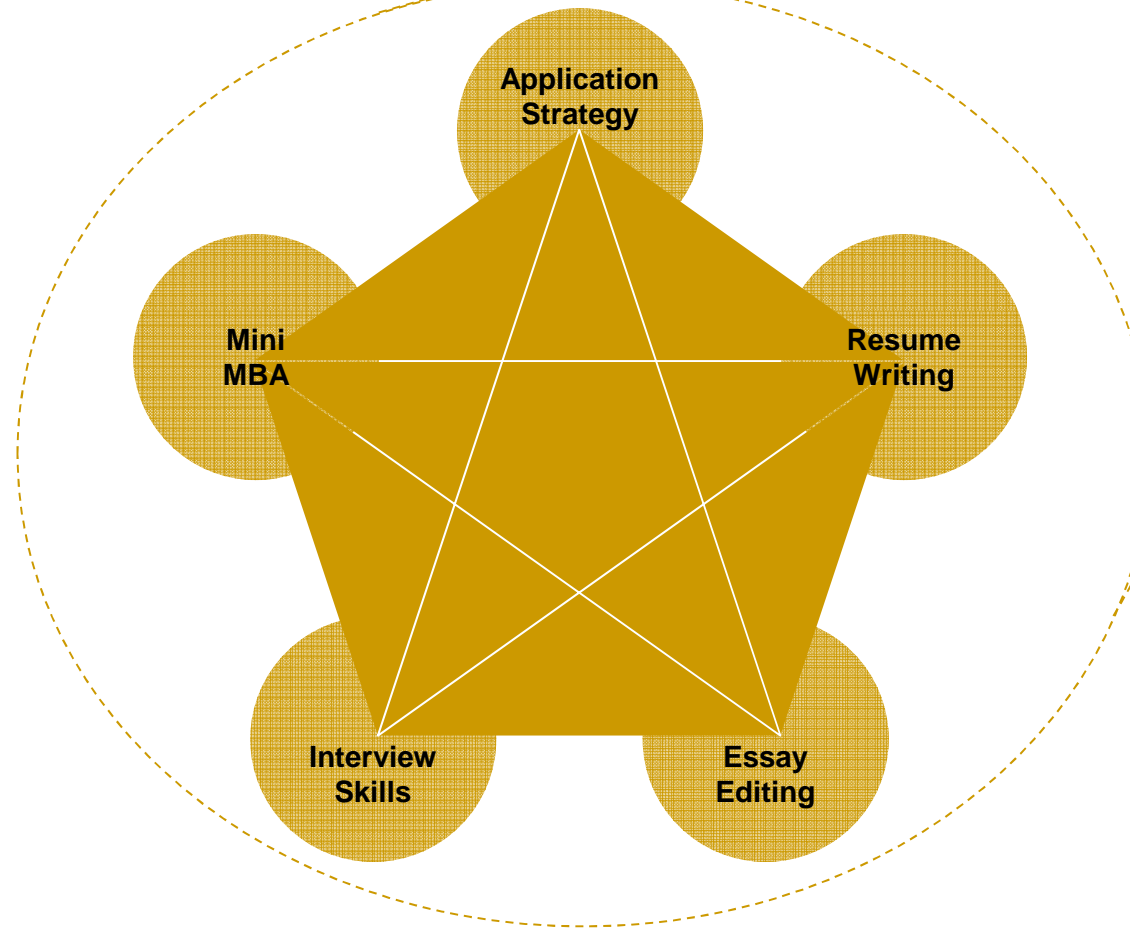


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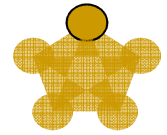
The following slides provide a summary/preview of each of the MBAArabia primary services



**MBAArabia Primary Services**

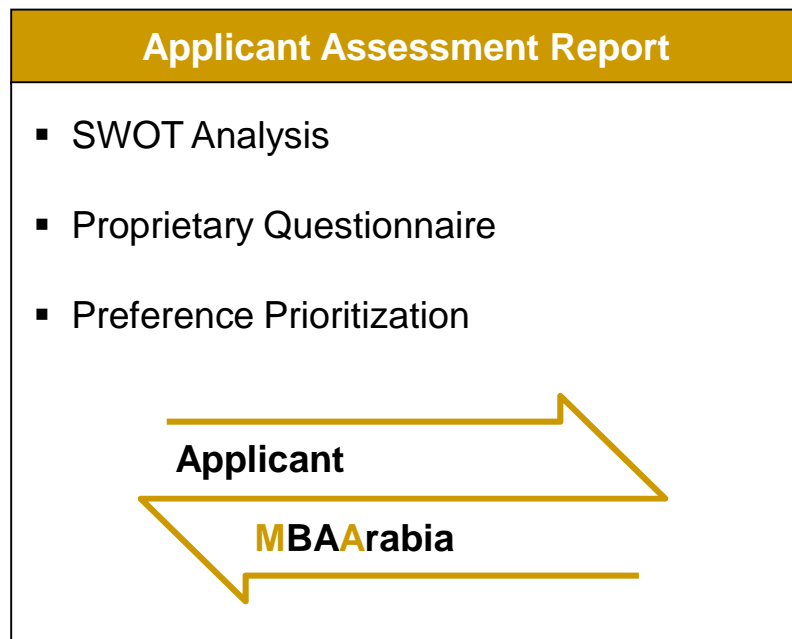


# An application strategy will be based off a thorough assessment of the applicant

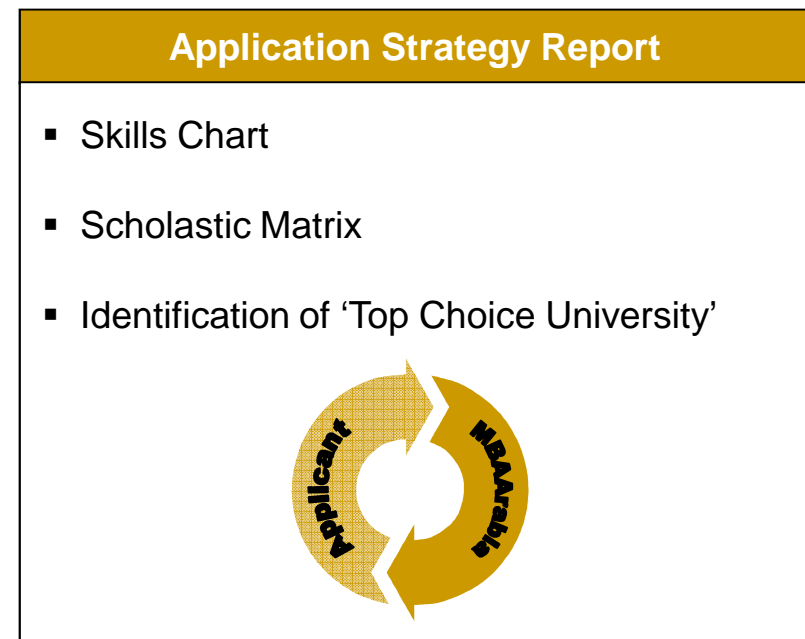


ILLUSTRATIVE

## Application Strategy

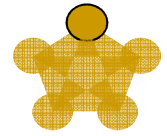


**Unilateral Flow of Information**  
 The applicant will deliver information and receive feedback from the mentor



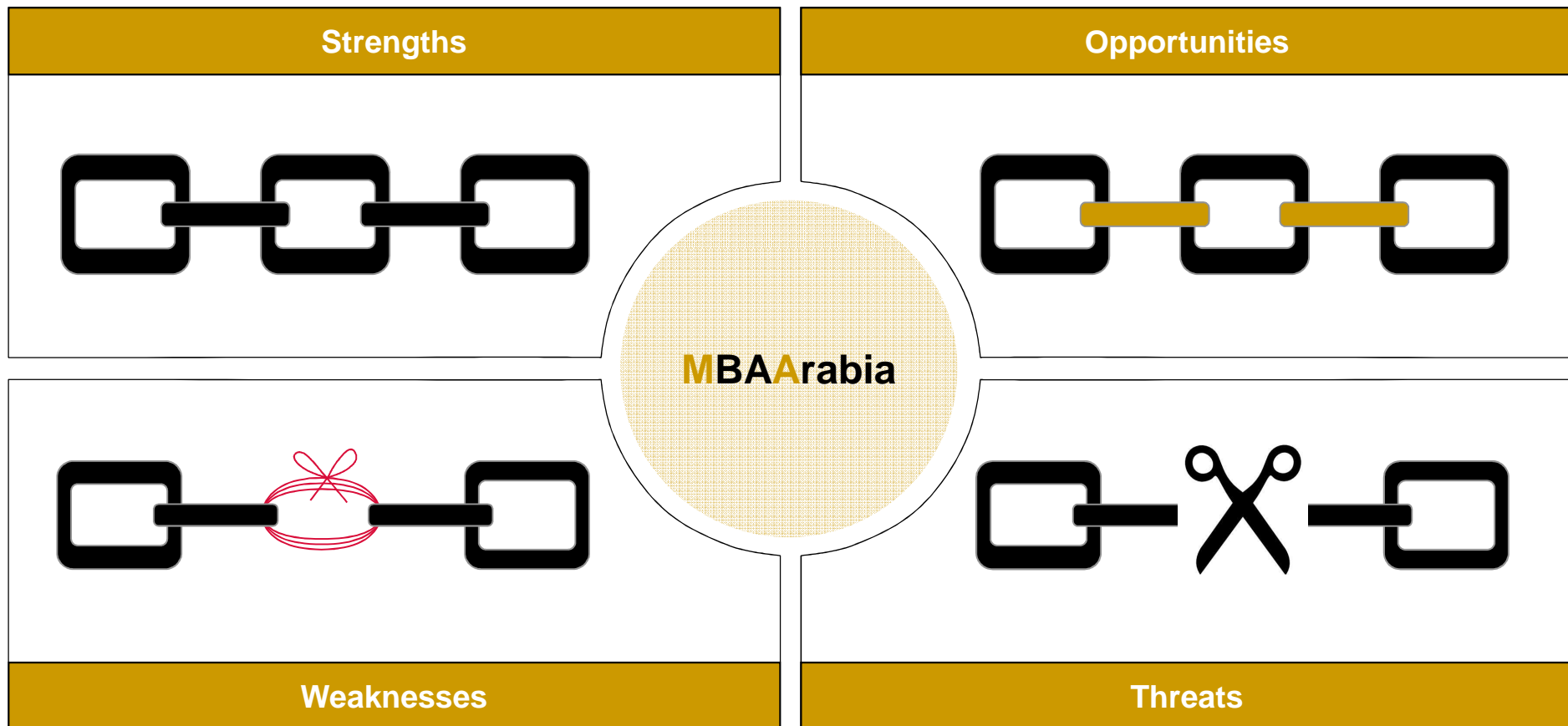
**Bilateral Flow of Information**  
 Both the applicant and the mentor will continuously deliver information and feedback

An objective SWOT analysis involves assessing the applicants strengths, weaknesses, opportunities and threats



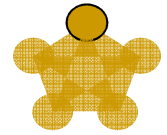
EXAMPLE OF OUTPUT

SWOT Analysis



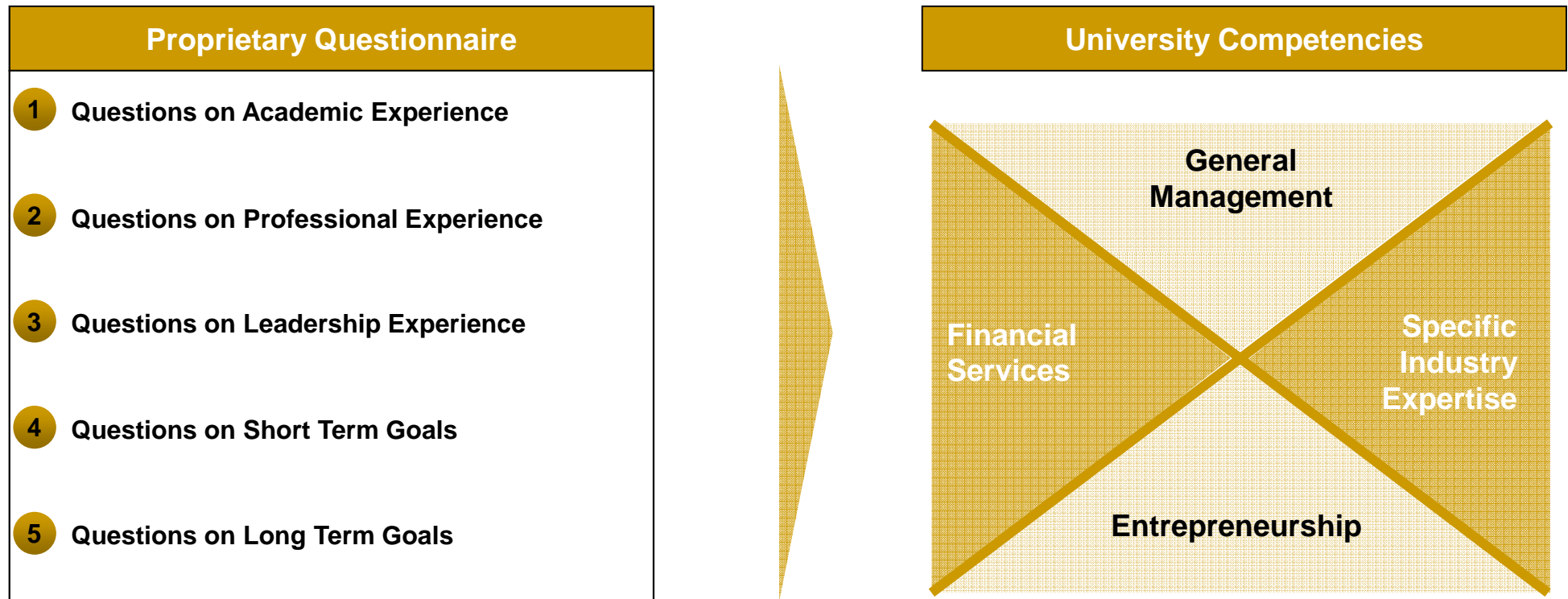
Source: MBAArabia Analysis

A proprietary questionnaire will be filled out by the applicant to determine their future preferences



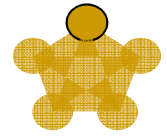
NON EXHAUSTIVE

MBA Preferences Test



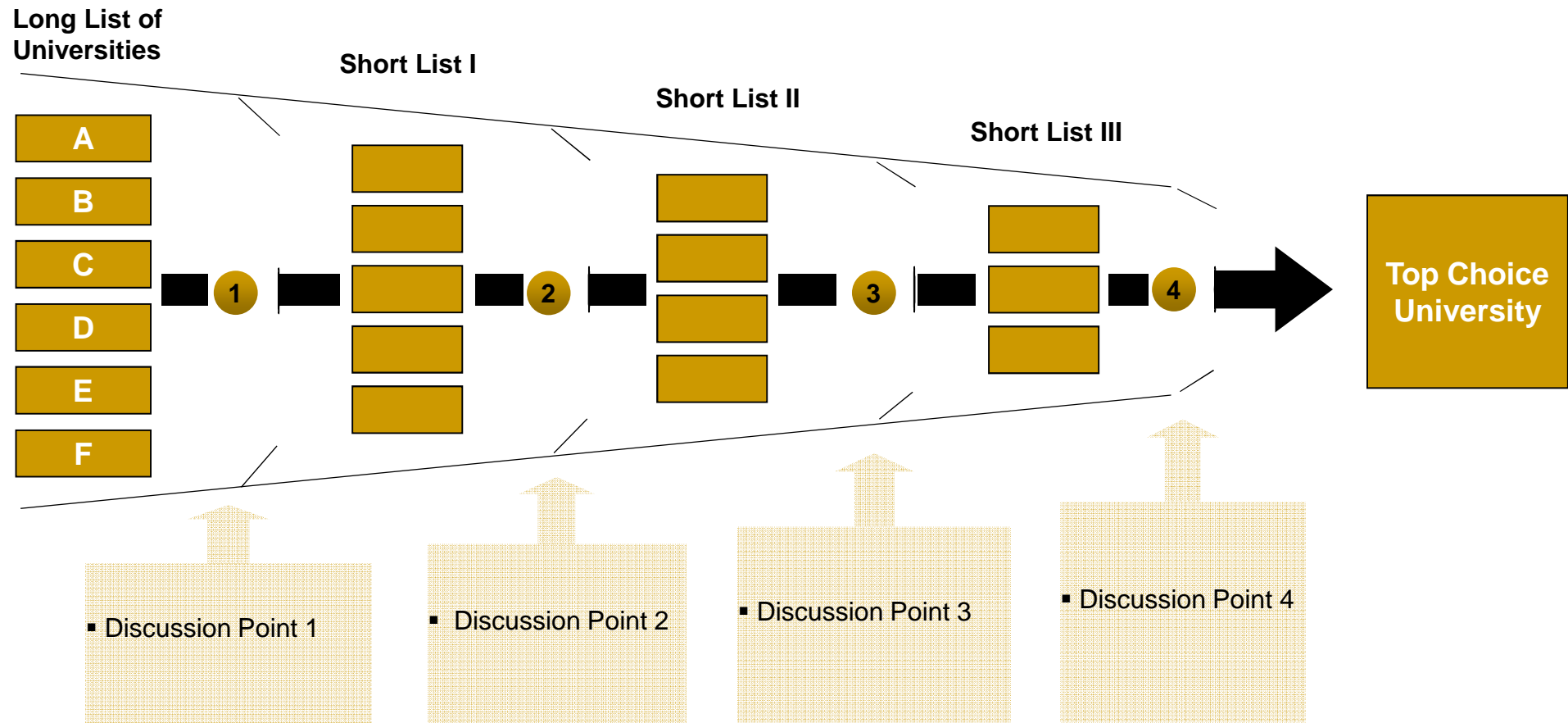
Once the questionnaire has been completed and discussed, applicant preferences will be aligned with a university that excels at that particular competency

# Applicant preferences will then to be prioritized to define a unique application strategy fitting the top choice university



ILLUSTRATIVE

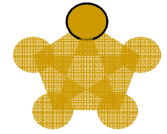
## Prioritization of Preferences



Source: MBAArabia Analysis



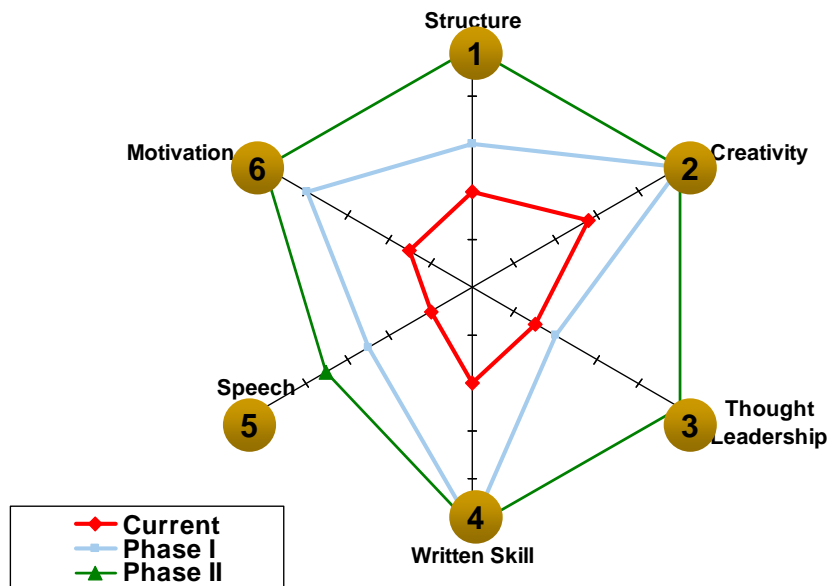
# Example of Output for Applicant Assessment Report: Application Skills Spider Chart



EXAMPLE OF OUTPUT

**Skills Chart**  
[Applicant Name]

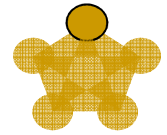
Current Status vs.Target



Discussion	
1	Structure:
2	Creativity:
3	Thought Leadership:
4	Written Skill:
5	Speech:
6	Motivation:

Source: MBAArabia Analysis

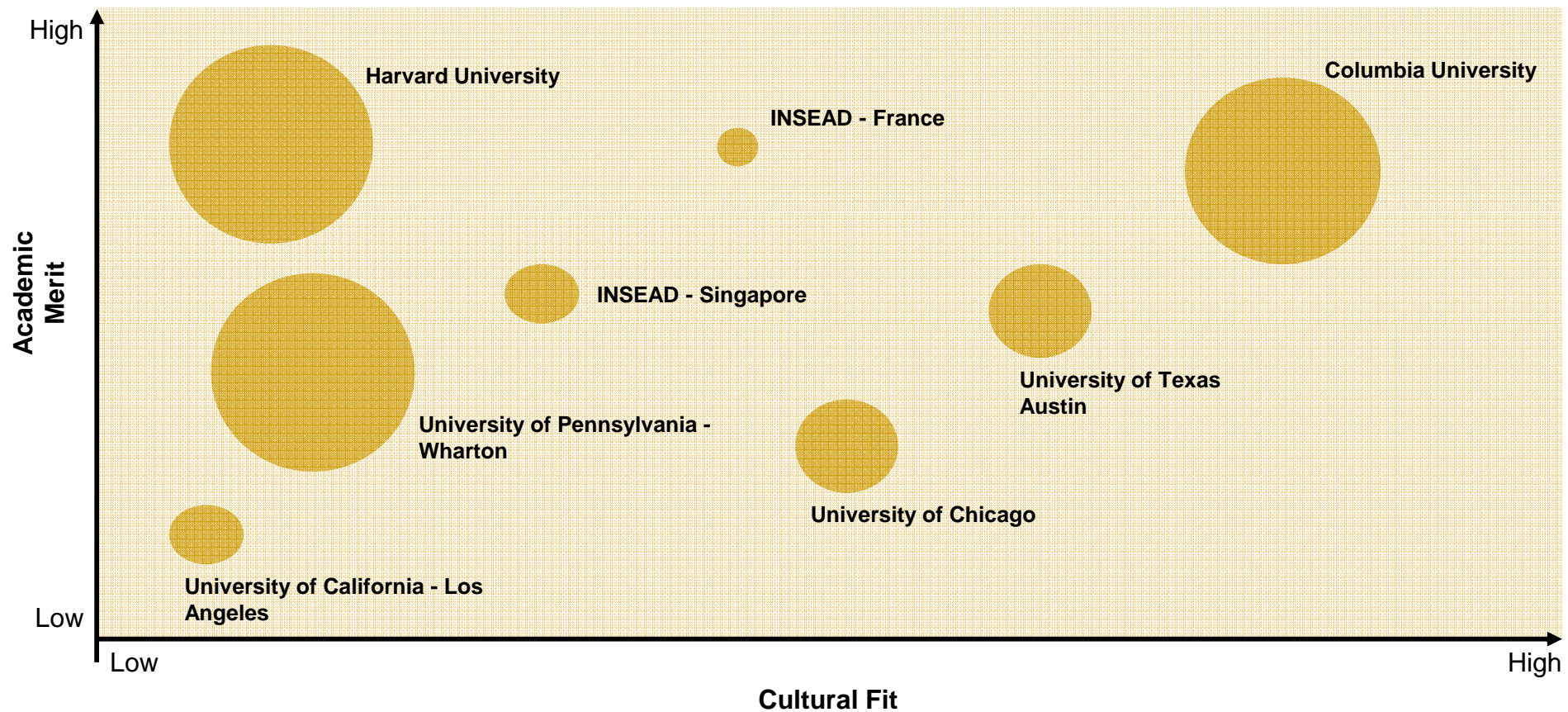
# Example of Output for Application Strategy Report: Application Skills Spider Chart



EXAMPLE OF OUTPUT

Scholastic Matrix®  
[Applicant Name]

● Size of Bubble is reflective of yearly tuition in USD



Source: MBAArabia Analysis

# MBAArabia will edit essays for applicants to translate the applicants spoken storyline into a powerful written format



## Essay Editing

### Discussion

- Each essay question will be discussed thoroughly, *identifying* and *structuring* an appropriate response

### Editing\*



### Review

- All essays will be then be checked for both content and grammar to ensure that the appropriate message is *clear* and *concise*

**Note:** \*MBAArabia will not write entire essays for applicants

Source: MBAArabia Analysis

# MBAArabia mentors will sharpen applicant's interviewing skills, preparing them for both MBA and future job interviews



## Interview Skills

### Discussion

- Applicants will be introduced to the typical MBA interview process and given key psychological, psychometric, psychometric and linguistic methods to perfect their interviewing skills

### Mock Interviews

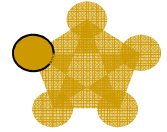
- A series of mock interviews will then ensure
- Both a phone interview and face to face interview will be conducted



### Review

- Applicants will review either video and voice recordings of their interview and receive immediate feedback on their performance

# The Mini MBA provides a preview of core MBA classes from top universities via lectures in a small group setting

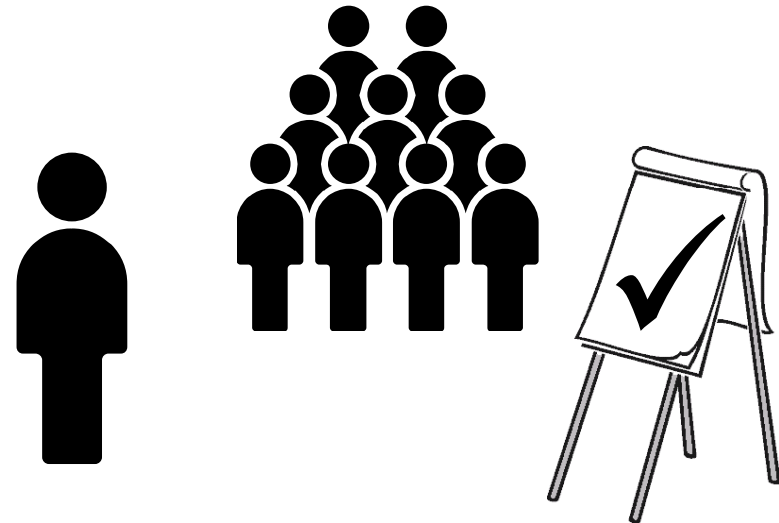


PRELIMINARY

## Mini MBA

### Sessions:

- Mini Finance (including financial modeling)
- Mini Accounting
- Mini Micro/macroeconomics
- Presentation Skills
- Strategic Thinking (Case Studies)
- High Performance Leadership
- Innovation Science



# MBAArabia will help position its MBA graduates towards premiere local and global career paths

PRELIMINARY

## Post MBA

### Services:

- Career assessment & testing
- Career exploration & career research
- Interview & job search coaching
- Professional resume service
- Employer profiles
- Resume distribution services

### Regional Jobsites:

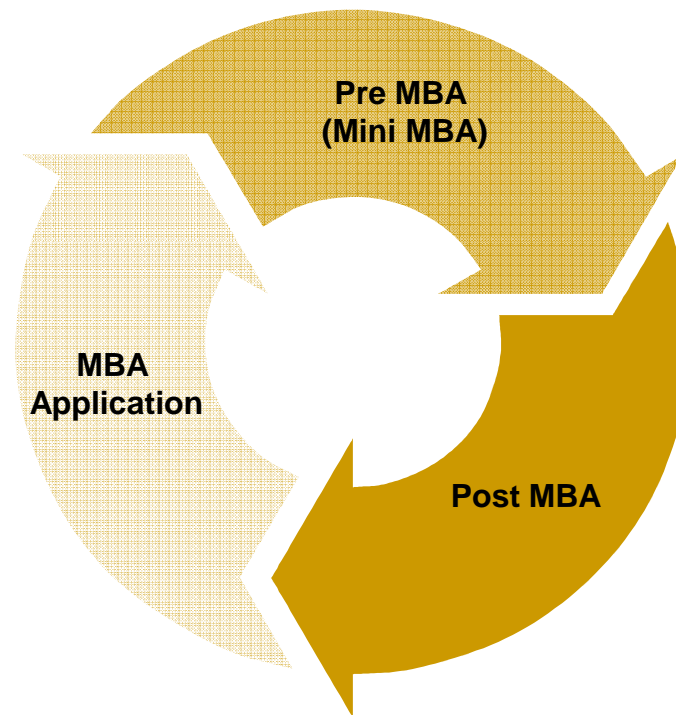


Source: MBAArabia Analysis

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In summary, **MBA**Arabia provides tailored services across a professional career, ensuring a virtuous cycle of excellence

Virtuous Cycle of Excellence



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**We thank you for your time and we look forward to succeeding through you**

