





## FROM THE PROGRAM DIRECTOR:

Dear IMM Alumna/us,

The most recent *Financial Times* rankings of Executive MBA programs ranked the IMM International Executive MBA as #1 in "international course experience" and #13 in "international students rank". In all, the IMM program is consistently ranked in the top 25 Executive MBA programs by the *Financial Times*.

Here at CEU, the Business School has become a top priority on the agenda of our new President and Rector, John Shattuck. With his support, the School is undertaking major fundraising initiatives and further developing itself to become a leader in global business education in the region and in the world.

We know first-hand how international the IMM program is, and how the program's emphasis on global immersion and developing skills for managing across borders had an impact on each of our careers in global business. What many of us may not know is that approximately 20 percent of IMM participants do not receive tuition support from an employer.

Central European University (CEU), responsible for IMM program recruitment in Central and Eastern Europe and the former Soviet Union, has established an alumni scholarship fund for those outstanding individuals without the financial means to fully cover the tuition rates and fees associated with this globally-recognized program.



The IMM Alumni Scholarship will be awarded to students from Central and Eastern Europe or the former Soviet Union, based on academic merit. The Scholarship will allow the selected students to concentrate fully upon their studies, without worrying about covering the price of tuition and fees.

I have made an initial contribution of USD \$1,000 to this important initiative, and would encourage you to join me in supporting excellent talent from the region. Gifts of all sizes will be very much appreciated in this collective effort.

I hope that, together, we can have a positive impact upon the business community in the region by allowing young and talented students the unique opportunity to participate in this exceptional program.

Thank you for considering my request. I look forward to hearing from you.

Warm regards,

Maria Findrik  
Director, Executive Education Programs

## A FEW WORDS FROM OUR PARTICIPANTS:

"I was attracted to the IMM program because of its flexibility, content, international focus and experienced participants. I felt I learned as much from my fellow students as from the instructors, and it helped bring my business knowledge right up to date, giving me more confidence in dealing with my clients and competitors in the marketplace. The modular approach allowed me to directly and immediately apply what I learned in my professional life and to keep the momentum on my career path."

Mike Carlson, Partner, KPMG

"The IMM program was great. During my third module, I was promoted to general manager which gave me a great chance to apply my enriched knowledge from the IMM. The program is carefully structured to enable executives to take part in it, even if they are in a challenging part of their career. For me, the IMM was a bridge between my engineering studies (along with 12 years of management experience) and a more expansive global approach to business."

László Török, General Manager, Grundfos Hungary

"During my studies in the IMM program, my belief in knowledge became stronger and stronger. I was able to continuously impress my colleagues and even myself. One of the biggest take-aways for me was gaining knowledge that can immediately be adapted to my work, and being able to make faster and better decisions."

Dmitriy Karpov, Deputy CFO, OTP Bank Russia

## Tax Benefits of Making a Charitable Contribution to CEU:

Central European University (CEU) is a non-profit higher education institution accredited in both the United States and Hungary. CEU is a registered public charity with 501 (c) 3 IRS status in the United States. Your contribution is tax deductible to the extent allowed by law. US taxpayers should check with the Internal Revenue Service (IRS) publication 526 and publication 1771 and/or their tax advisor for further details. Other donors should review local tax laws and regulations for details.

Thank you for considering a charitable gift to CEU in support of the IMM Alumni Scholarship Fund. To make your gift, please complete and return this Charitable Intent Form to:

Brian Porter, Director of Development  
Mail: Nádor u. 9, 1051 Budapest, Hungary  
Email: porterb@ceu.hu  
Fax: +361 328 3411

