



北欧国际管理学院  
NORDIC INTERNATIONAL  
MANAGEMENT INSTITUTE

NIMI-Nyenrode  
**PhD Programme**  
for Executives



**NIMI is your world-class partner for excellence in  
executive education and organisational development**

北欧国际管理学院的世界级高管教育将是您企业发展的战略伙伴

The Nordic International Management Institute (NIMI), the first and only one of its kind in the west of China, is a leading edge business school with a different perspective.

The beautiful new campus is located on the banks of the river Pi within the Nordic City of Living and Learning, in the north of Chengdu. Here we host both degree and non-degree executive education with the enthusiastic support of permanent and visiting international faculty. They are not only experts in their chosen field, but they also know China well through their long experience of teaching in this country.

We serve as a base for international universities to join in raising the level of business education in China. In this context, NIMI in collaboration with Nyenrode University, will offer its PhD programme aiming at a select group of senior executives.





Nyenrode is the leading private business school in the Netherlands, operating with tremendous success since 1946 under the motto "for and by business."

It was founded in 1946 by leading Dutch companies, including KLM, Shell, Unilever, and Philips to deliver action-focused learning through work-integrated education and education-integrated work.

Today it has created an international environment in which ambitious and talented students, as well as bright and leading academics, are all dedicated to bridging the gap between academic theory and daily business knowledge.

The Nyenrode University is accredited by EQUIS/EFMD and by the Dutch Ministry of Education.

**"The Europe China Institute of Nyenrode is proud to announce that in cooperation with the Nordic International Management Institute the Nyenrode PhD will now be available to executives in China. We invite the 'best of the best' to join us in this exciting endeavour."**

**Professor Dr. Haico Ebbers,  
Chairman of the Europe  
China Institute at  
Nyenrode Business  
University**





**“Take your studies to the limit. Create knowledge that does not exist yet. This is the purpose of a PhD degree. The benefit is not primarily economic. Instead, you make a life-long change in who you are.”**

**Professor Dr. Willem Burgers  
President and Dean  
of Faculty**



## Why a PhD?

It is a good question that is hard to answer before you finish the degree. While there may actually be significant economic benefits, the purpose of a PhD education is emphatically not economic in nature.

The PhD degree is one of the last vestiges of the traditional academic idea that education in and of itself is the purpose of education. That does not therefore mean that the PhD degree is not for the ambitious. To the contrary, the PhD degree has you take your studies in your chosen profession to the limits. You go beyond learning of knowledge to a whole new level of learning: how to create knowledge. This is the highest ambition indeed. In the process you make a life-long change in who you are. You change how you see the world, how you see yourself, and how the world sees you. The PhD degree is not non-economic. It is beyond economic. It satisfies what Maslow refers to as the highest level of need: self-actualisation.

# NIMI-Nyenrode PhD

## World Class Programme for Executives



**Who?** The NIMI-Nyenrode PhD programme is designed for experienced professionals who wish to broaden their academic background and to make a contribution to their own organisation and profession. This intensive part-time programme, taken over a minimum of four years, is for students with intensive working hours.

**What?** This programme is taught to support you in achieving a doctorate through a well-organized executive education programme which includes class work and research work. The aim is to create state-of-the-art knowledge, as well as to develop best practices for the context of the student in his job environment. There is a strict scheme of supervisions, intervision and personal feedback.

**How?** The greatest obstacle to successful completion of a PhD degree has always been the demand for original research contributions resulting in a successfully defended dissertation. The NIMI-Nyenrode PhD addresses this problem directly by adding a mentoring professor, who accompanies you through your programme. Their selection is based on their expertise in your particular topic area.

In terms of PhD degrees for executives we firmly believe the quality of our programme design and faculty is unsurpassed.

# NIMI-Nyenrode PhD

## World Class Schedule for Executives



Next to the research work, the NIMI-Nyenrode PhD programme includes six in-class modules, taking place at the NIMI and the Nyenrode campuses.

The course work provides relevant key skills and methods required for your academic progress, including:

- **Problem Analysis**
- **Literature Research**
- **Qualitative Research Methodology**
- **Quantitative Research Methodology**
- **Academic Writing**
- **Presentation and Teaching Skills**

The programme has recruited stars from top universities who received appointments at Nyenrode exclusively for their commitment to the NIMI-Nyenrode PhD programme.

Nyenrode, as a business school and PhD granting institution, is well-respected and ranked worldwide. Anyone who receives the NIMI-Nyenrode PhD degree will be well qualified for an academic position at EQUIS, EFMD, AACSB accredited universities worldwide.



“This NIMI-Nyenrode PhD programme is designed for leading business professionals who are independently able to produce just in time knowledge to solve business challenges in China. We at Nyenrode are very proud to be part of this challenge. And by doing so, true to our mission: applied sciences for the international business. We fulfil these promises now successfully for 65 years. This top programme is available in China. That is our promise!”

**Professor Dr. A. J. Kil**  
**Nyenrode Professor of Principles of Research for Professionals**



“The business world is in need of men and women who are able to think and act at an academic level. Show the world that you have mastered the knowledge, skills, and perspective associated with the PhD of NIMI and Nyenrode!”

**Professor Dr. E. A. G. Groenland**  
**Nyenrode Co-Director of PhD Program**





**A message from the Chairman** “The global and Chinese economies are increasingly inter-dependent, yet most business education remains isolated and somewhat removed from this emerging, dynamic business environment. More than ever, there is a need for executives to carefully reflect on not only business, but also the larger societal issues, and to develop deep insights into the challenges being faced. The NIMI-Nyenrode PhD for Executives is a unique opportunity for such reflection.

The core mission of the Nordic International Management Institute is to educate managers and help leaders transform organisations. To this end, we have adopted an educational philosophy that promotes engagement with companies and executives in order to better understand real business problems in pursuit of relevant solutions. Our philosophy also drives us to engage the best expertise to be found worldwide in pursuit of these solutions. As our world evolves, however, and our business problems grow in complexity, new knowledge must be generated by the new generation of business leaders. This requires a more rigorous inquiry. Thus, the NIMI-Nyenrode PhD programme has been established for those seeking to create the new knowledge needed to address these new business challenges.

We have created a PhD programme, together with Nyenrode University, in which you, and like-minded, successful executives, will engage in a learning process where you become familiar with the prevailing knowledge of your field of study, under the supervision and mentorship of experienced and supportive professors. The programme is designed to leverage your background and experience, whilst allowing you to fulfill your full-time obligations.

In this pamphlet, we hope you will find the needed information to make the right decision for yourself, and encourage you to contact us for further discussions about our programme.”

**Professor Dr. Per Jenster**

[www.NIMIchina.com](http://www.NIMIchina.com)

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