

How to apply for the two scholarships available at the TEE' Executive MBA validated by the Buckingham University

Hello! We are happy to see that you are interested to apply for the **2026 TEE' Executive MBA** programme!
We have for you 2 **partial scholarships that cover 50%** of the cost of the programme (€8250 +VAT each).

The scholarship competition is addressed to all candidates with a minimum of three years professional postgraduate experience in an executive role, have a good command of English and seek to advance their career by studying the Executive MBA programme with the 2026 cohort.

Check out on [our website](#) details about 2026 modules content and calendar, teaching staff, admission and fees.

In order to participate in **this scholarship campaign**, please complete the following steps below and send the listed documents to office@teecluj.ro, by the **2nd of November 2025, 23.59 pm**.

1. **Fill in the business canvas on page 2** of this form and structure your business ideas according to the canvas provided.
2. **Write an academic essay** according to the instruction on page 4.
3. Send us **two recommendation letter** from a business partner/employer. Please indicate his/her contact details on the letter.
4. Send us your CV in English/link to your LinkedIn profile. Make sure to include your professional accomplishments, your academic achievements and your contribution to the community.
5. Send all of the above to the following email address: office@teecluj.ro, until the **2nd of November 2025!**

The applications will be assessed by a scholarship committee, formed with representatives of the TEE Board, including business and academic leaders plus representatives from the alumni community, according to the following **evaluation system which will lead to a 10 candidates short list**:

- a. Business canvas: 25%
- b. Answering the question from page 3: 25%
- c. CV & Recommendation letter: 50%

The 10 short-listed candidates will move into the **second stage of the evaluation process**, a phone/video interview with the evaluation committee. **The interview represents 50% of this stage evaluation**, while the percentage from the first phase counts for 50%. The candidates on the first two places will be called and offer the partial scholarships according to the final score. If they do not accept, we will take the next one in line. The 2 winners will join the 12th cohort of Executive MBA programme delivered in Cluj-Napoca and will start the programme on **21st of February 2026**.

PART 1: BUSINESS PLAN

If your ideas have a social component, you can design a social business plan, using the same canvas. Please indicate the beneficiaries, the project sustainability and how you intend to scale up the project. Innovative ideas that try to solve societal problems are appreciated. Please fill in all the details requested in this canvas. You can add new section, but not remove the actual ones. **Please return this entire document to office@teecluj.ro saved under your name in a pdf format.**

Mission – What does your business do?		Vision – What do you want your business to be/achieve?		
Value Proposition (Why your product/service is better than others?)				
Key Partners (key partners that will enhance your competitive advantage and ease your market entrance)	Key Activities (activities necessary to reach your customers)	Key Resources (resources that you need to make your idea work)	Customers (Market segments, target group)	Customer Relationship (interaction with your customers and channels)
			Brand (easy to sell story/unique feature)	
How do you measure your success? (it can be KPIs, OKR or other indicators that measure the success of your business)				
Cost Structure (the most important cost lines)		Revenue Streams (the most important revenue streams)		

PART 2: ACADEMIC ESSAY

Please answer this questions:

IN THE CONTEXT OF INCREASING ECONOMIC AND SOCIAL INSTABILITY, HOW CAN EXECUTIVE EDUCATION CONTRIBUTE TO IMPROVING ORGANIZATIONAL PERFORMANCE?

When writing the essay, our recommendation is to consider the five criteria based on which we will evaluate it:

1. Is the essay comprehensive in exploring the various ways executive education is improving the organisational performance of a business?
2. Is it well-structured, with a clear introduction, body, and conclusion? Are ideas presented in a logical order, making it easy for the reader to follow the argument?
3. Does the essay address the impact of executive education on business and organisational performance?
4. Ensure all sources cited in the essay are properly referenced using Harvard style. Please acknowledge the use of AI in writing, organising the ideas or content of the essay, if the case.
5. Please organise your ideas into maximum 2000 words.

