

ADVANCED
MANAGEMENT
PROGRAM



Executive Education
AMP Munich - Barcelona 2009





MESSAGE FROM THE DEAN

The most successful senior executives around the world have something in common: a sense of urgency about anticipating global realities and adjusting to the next context. This demands the ability to process a steady stream of new information—and know how best to use it.

IESE's Advanced Management Program attracts leaders determined to keep their sharp edge through lifelong learning. Each program's peer group of high-level executives engages in intense and thought-provoking discussions led by an esteemed faculty of experts in global business.

IESE Business School, whose executive education programs rank among the best worldwide, has designed the Advanced Management Program to fit your busy lifestyle. This rigorous academic program covers your most pressing leadership and business issues. And its flexible structure allows you to participate without interrupting your professional commitments.

I invite you to explore IESE's Advanced Management Program Munich in the following pages. Find out why past participants have described the experience as “eye-opening and transformative.”

Sincerely,



Jordi Canals
Dean of IESE Business School



PROGRAM BENEFITS & ACADEMIC METHODS

Picture yourself solving real business problems in authentic scenarios in the exclusive company of senior executives from many different sectors. Imagine the exhilaration of discovering new perspectives. Envision the sense of accomplishment for completing a world-class IESE program. Anticipate the success that follows.

PROGRAM BENEFITS

A forum for discussion based on the case study method allows you to step back from day-to-day responsibilities to reassess the current business environment. With the case study method, you will analyze business scenarios individually and in small groups before defending your recommendations in the classroom under the guidance of IESE faculty experts. In the process, you will broaden your perspectives as you engage in the give-and-take of shared viewpoints and strengthen your listening and persuasion skills—essential for leading others through strategic change.

Authentic business scenarios trigger both macro- and micro-level discussions on managing change, developing global corporate strategies and creating value. You will become adept at using new analytical approaches to decision-making as you deepen your knowledge of finance, operations, marketing and many other areas.

New frameworks for leadership sharpen your leadership skills in a global context, building on the foundation of your superior qualifications. You will become more effective in meeting the shifting and expanding challenges of your position and learn how to channel and communicate a clear vision.

The latest concepts, ideas and tools help you align your business practices with the latest trends and economic conditions. You will tackle management challenges and discern opportunities for innovation with a sharper eye. You will also learn strategies to help you spot new opportunities, harness them and mobilize for change.

Professional networking enables you to draw on the expertise and opinions of IESE faculty and high-caliber colleagues. This supportive environment will help you reflect on your future ambitions.

A take-home agenda tailored to your own situation and developed during the program will form the basis of an action plan for immediate implementation after you complete the program.

Ongoing benefits for IESE alumni provide a plethora of services to meet members' professional needs. With more than 32,000 members in regional chapters around the world, the IESE Alumni Association offers a lifetime of personal and professional connections. The Continuous Education Program, seminars, workshops, meetings, publications and reunions all preserve and strengthen the IESE community in Germany and abroad.