

"Bled in Slovenia has the best small business school in Europe."
The Independent

IEDC
Bled School of
Management

A School with a View

EXECUTIVE **MBA** PROGRAMS



— FROM EXECUTIVE POTENTIAL TO EXECUTIVE PERFORMANCE —

Welcome to new possibilities

CONTENTS



Welcome to the Executive MBA programs at IEDC-Bled School of Management!

Since 1986, IEDC has been offering new possibilities to current leaders and promising talent from 66 countries. As an international centre of excellence, a meeting place in the heart of Europe and a leading agent of change in the region's social and economic development, the Bled School of Management is a place of extraordinary learning, transformative dialogue, and reflection. We pride ourselves on a world-famous history of innovation, where ethics and aesthetics of leadership, the cornerstones of our curriculum, serve as sources of creativity, responsibility, and action. Attending one of our Executive MBA programs, in an environment of fine art and breathtaking Alpine scenery, will stimulate your creative thinking and prepare you for the challenges of the years ahead.

At IEDC, only the sky is the limit. We hope to share its heights with you.

Prof. Danica Purg,
Dean, Postgraduate Studies

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IEDC-BLED SCHOOL OF MANAGEMENT: AT A GLANCE

“One of the leading innovators in business education in central and eastern Europe.”
The Financial Times

“A few months after the end of the program, I was promoted to the position of Managing Director. The MBA program helped facilitate this promotion by giving me a framework to solve problems and to understand the latest strategies to achieve business goals.”
*Tatjana Fink, General Manager, Trimis Trebnje, Slovenia,
Manager of the Year 1999 (Executive MBA 1991)*

A creative environment for creative leadership



At IEDC-Bled School of Management you will find a unique environment in which to develop your leadership and management potential, whatever your career stage. You will find an international group of participants, who are attracted by our world-class professors, excellent facilities in a beautiful location, the personal attention we provide, and the school's vision of managers as creative and responsible leaders who take an active part of society at large.

- Since 1986, over 50,000 executives from more than 70 countries have participated in IEDC programs. One of three participants at IEDC holds a senior or top management position, and more than 80% come from countries other than Slovenia.
- As a center of excellence IEDC attracts world-renowned professors, bringing international perspectives into the classroom from a wide range of national and cultural backgrounds.
- IEDC is an agent of change and an important business meeting point in the region.
- The school is driven by a vision that successful management is not only affected by one's own company and the business world it is part of, but also by the society that surrounds it, and aims to promote ethical, socially responsible and creative leadership. Leading thinkers, business and political leaders lecture regularly at IEDC, and modern and contemporary art opens up the mind to the importance of original and creative thinking.
- State-of-the-art facilities provide a comfortable and stimulating learning environment, and encourage an ongoing exchange of ideas.
- A beautifully sited and recently designed campus overlooks breathtaking scenes of Alpine 'pearl' Lake Bled.
- IEDC also serves as the headquarters of the Central and East European Management Development Association (CEEMAN), which membership includes 180 business schools and other management development institutions from 43 countries. One of its important activities is the faculty development program in the International Management Teachers Academy (IMTA).
- IEDC is the founder of the European Leadership Centre (ELC), which aims to assess and promote European leadership through research, workshops and conferences.



Memberships

- Central and East European Management Development Association (CEEMAN)
- European Foundation for Management Development (EFMD)
- The Association of MBAs (AMBA)
- Association to Advance Collegiate Schools of Business (AACSB International)
- Executive MBA Council
- International Academy for Business and Society (EABIS)
- Global Business School Network
- The Peter Drucker Society of Austria

Accreditations

All IEDC MBA programs are formally accredited by the Ministry of Higher Education, Science and Technology of the Republic of Slovenia as Bologna master degrees (120 ECTS).

The IEDC-Bled School of Management has been accredited by CEEMAN (Central and East European Management Development Association) and AMBA (the Association of MBAs).



BOLOGNA MASTER ACCREDITED
BY SLOVENIA'S MINISTRY OF HIGHER EDUCATION
SCIENCE AND TECHNOLOGY (120 ECTS)



WHY IEDC MBA



EXCEPTIONAL LEARNING PROCESS

You realize that learning is much more than “cutting and pasting” information from one brain to another. We at IEDC bring together the best teachers in the world with the most promising managers of the region to create a learning process that **stretches the mind**, expands your **leadership repertoire**, and changes the **quality of decision-making** for better results.

INNOVATIVE CURRICULUM

IEDC uses innovative methods and tools throughout the entire MBA program. So, whether it is the Arts and Leadership Series, the Sustainability for Strategic Advantage course, or our unique one-on-one mentorship with experienced business leaders, you are guaranteed a **cutting-edge curriculum** celebrated internationally for its **innovation** and **impact**.

A LIFE-CHANGING EXPERIENCE

Rarely in life do you get an opportunity to choose who you want to be. An MBA is one of those rare chances to **transform**, **re-direct**, and **grow**. And here, at IEDC, every program element and component, from class sizes to personal coaching sessions, is designed to help you in this demanding journey of self-transformation.

VIEW FROM THE TOP

You know that life at the top of an organization is quite different from the rest of the business. Uncertainty, complexity, and rapid change define the reality of a typical executive. The Executive MBA at IEDC helps you **connect the dots** across core management disciplines, **develop capacity** to deal with emerging opportunities, increase your **knowledge and respect for the context** your business operates within, and prepare you to **lead and inspire** in an era of massive challenges and high speed.

TRANSLATING GLOBAL INTO REGIONAL

Excellence in management is universal. Yet, it takes a special kind of effort to adopt the best **global knowledge** to the **unique realities of a particular region**. Whether you are joining us from Croatia, Georgia, or Canada, IEDC makes sure that nothing gets “lost in translation” or loses relevance for your region and experience.



A NETWORK FOR LIFE

You have seen that **who** you know is as important as **what** you know. And at IEDC, spending 17 intense weeks in the company of accomplished managers and leading scholars marks only the beginning of relationships that last a lifetime. An alumni network of over 40,000 executives from more than 60 countries awaits you at graduation.

FULL COMMITMENT TO YOU

We believe that executive development is a process of transformation, both professional and personal. To make this change happen, **our full attention is focused on you**. From approachable staff members to inviting buildings, from personal library support to small class sizes, our ideas, resources, and attention are there to make your transformation meaningful, dynamic and real.



Transforming your executive potential into executive performance

Get your MBA without leaving your job



IEDC offers three Executive MBA programs designed for practicing managers:

One-Year Executive MBA

Seventeen weeks, organized into four modules of three to five weeks, in one year

"By drawing on cases discussed during the IEDC's international Executive MBA I have a new perspective which allows me to quickly analyze and find solutions to various business problems. Working for a foreign-owned telecommunications company I especially benefit from "speaking the language of general management" and the level of self-confidence gained from the top class international lecturers at IEDC."

*Miroslav Klepač, HT mobile, Croatia
(Executive MBA 2000)*

Two-Year Executive MBA

Seventeen weeks, organized into seven modules of two to three weeks each, over two years

"After being to Bled, I think that I have been driving for a long time through a tunnel with quite limited view. After all the exchange with my colleagues and professors, I am able to see things that were hidden for me before."

*Benedikt Binder-Krieglstein, Neupack GmbH, Austria
(Executive MBA 2006-07)*

Three-Year Presidents' MBA

Three years tailored to your own personal schedule

"Being a manager already, the President's MBA has enabled me to benchmark my knowledge and skills with peers, and to subsequently guide and inspire me towards new and more challenging personal goals for the future. Learning at IEDC was a very positive and challenging experience and I will surely return in the future."

*Henrik Larsson, Velux, Serbia and Montenegro
(Presidents' MBA 2003)*



THREE PROGRAMS. ONE GREAT DEGREE.

One-Year EMBA

If speed and intensity of transformation matters to you because...

- You are getting ready to move to a higher position in your organization, for example, from a functional to a general manager
- You started your own company, and are ready to shift to a higher gear
- You are interested in re-directing your career beyond the boundaries of your company

... you might consider the One-Year EMBA.

Two-Year EMBA

If time away from the office matters to you because...

- The projects you oversee do not permit long absences
- The company you represent is undergoing significant transformation that would be difficult to neglect for four or five weeks

... you might consider the Two-Year EMBA.

Presidents' MBA

If flexibility in the process matters to you because...

- You hold a top executive position in your company
- Your professional environment changes at a fast rate, and it is hard to predict your schedule far in advance
- You would like to align the sequence of courses you take with the leadership challenges you face

... you might consider the Presidents MBA.



THREE PROGRAMS. ONE GREAT DEGREE.

"The year I spent at IEDC-Bled School of Management was the most challenging year of my life. We had to challenge ourselves constantly. The personal growth of each and every of us was so obvious - led by excellent, but very demanding world-class professors and supported by experienced and smart classmates."
Agita Lazdina, Head of Product Managers Department, Mepha Baltic, Latvia (Executive MBA)

"Slovenia's IEDC widens leaders' perspectives."
The Wall Street Journal Europe

One-Year Executive MBA

Speed and intensity make IEDC's One-Year Executive MBA Program unique for those interested in fast and deep transformation. Starting with two extended modules of five weeks each, and finishing up with shorter four- and three-weeks modules, this program offers you profound integration of material, a unique platform for relationship building, and intense experiences mimicking the rapidly changing international environment you have to succeed in.

ONE-YEAR EXECUTIVE MBA PARTICIPANT PROFILE

Your partners in learning

Average age	33 years
Average work experience	9 years
Female	32 %

Countries represented 42

(Albania, Austria, Belarus, Belgium, Bosnia and Herzegovina, Brazil, Canada, China, Costa Rica, Croatia, Czech Republic, Denmark, Dominican Republic, France, Georgia, Germany, Ghana, Hungary, India, Israel, Italy, Japan, Kazakhstan, Korea, Kosovo, Latvia, Lebanon, Lithuania, Macedonia, Moldova, Montenegro, The Netherlands, Nigeria, Poland, Romania, Russia, Serbia, Sweden, Slovenia, UK, Ukraine, U.S.A.)

Academic Background:

Degree in Economics and Management	50 %
Degree in Engineering or Natural Sciences	30 %
Degree in Liberal Arts and Social Sciences	17 %
Other	2 %

What Our Graduates Say

I have always valued knowledge and the opportunity to learn and at IEDC I was able to do that in a beautiful environment with excellent facilities and interact with a great group of participants, faculty and staff. I feel lucky to have had the opportunity.

Richard Baldwin, BlomInfo, UK (Executive MBA 2003)

The IEDC Executive MBA is world-class in all respects. A class of outstanding participants of just the right size facilitates efficient interaction with professors and within the group. Hard work in a beautiful, stimulating environment and unforgettable friendships are other distinctions of the IEDC Executive MBA, which will forever remain in our memories. Although it was exhausting sometimes, I can say that I have never regretted a single moment I spent in the school.

Miloš Ebner, Trimco, Slovenia (Executive MBA 2002)

ONE-YEAR EXECUTIVE MBA PROGRAM

MODULE 1	MODULE 2	MODULE 3	MODULE 4
February - March 5 weeks at IEDC	May - June 5 weeks at IEDC	September - October 4 weeks at IEDC	November - December 3 weeks at IEDC
Accounting and Control Strategic Management: Strategic Toolkit Marketing and Sales Management Personal Development: Leading Through People Arts & Leadership Projects: Introduction	Financial Management Leadership: Leading Self and Others Operations Management and Management of Information Technologies Projects: Industry Analysis	Development of Managerial and Leadership Skills Arts & Leadership Strategic Management Business in Society Projects: Company Analysis Electives	Business Ethics and Corporate Governance Arts & Leadership Customer Focused Organizations Personal Development, Part 2 EMBA Project Presentations - Recommendations



Dr. James C. Ellert, Executive MBA Director

Two-Year Executive MBA

The Two-Year Executive MBA program at IEDC offers you an opportunity to reach the new professional heights over a longer period of time. With all modules running for two to three weeks at a time, the program provides you with attitudes, knowledge, and skills necessary for success in your professional career and prepares you for greater responsibilities in your organization.

TWO-YEAR EXECUTIVE MBA PARTICIPANT PROFILE

Your partners in learning

Average age	33 years
Average work experience	9 years
Female	27 %

Countries represented 39

(Albania, Austria, Belarus, Belgium, Bosnia and Herzegovina, Brazil, Canada, China, Costa Rica, Croatia, Czech Republic, Denmark, Dominican Republic, France, Georgia, Germany, Hungary, India, Israel, Italy, Japan, Korea, Latvia, Lebanon, Lithuania, Macedonia, Moldova, Montenegro, The Netherlands, Nigeria, Poland, Romania, Russia, Serbia, Sweden, Slovenia, UK, Ukraine, U.S.A.)

Academic Background:

Degree in Economics and Management	38 %
Degree in Engineering or Natural Sciences	38 %
Degree in Liberal Arts and Social Sciences	16 %
Other	8 %

What Our Graduates Say

MBA in Bled was for me to greatest extend a journey that showed me my weaknesses and offered a place where I used the chance to improve myself.

Ivica Maurovic, Gealan, Croatia (Executive MBA 2006-07)

The Executive MBA Program at IEDC is enriching in many ways. A creative environment emphasizes the role of arts in business and fosters the learning process with my international colleagues. For me, the modular MBA format is the best way to combine work and studies.

Dietmar Sternad, Verlagsgruppe Styria, Austria (Executive MBA 2005-06)



TWO-YEAR EXECUTIVE MBA PROGRAM

YEAR 1	MODULE 1	MODULE 2	MODULE 3	
	February (3 weeks)	May (3 weeks)	September (2 weeks)	
	Accounting and Control	Financial Management	Strategic Management	
	Marketing and Sales Management	Operations Management and Management of Information Technologies	Business in Society	
	Arts & Leadership		Arts & Leadership	
			Development of Managerial and Leadership Skills	
YEAR 2	MODULE 4	MODULE 5	MODULE 6	MODULE 7
	February - March (2 weeks)	May - June (2 weeks)	September (2 weeks)	November - December (3 weeks)
	Personal Development: Leading Through People	Leadership: Leading Self and Others	Projects: Company Analysis	Business Ethics and Corporate Governance
	Projects: Introduction	Projects: Industry Analysis	Electives	Personal Development, Part 2
	Strategic Management: Strategic Toolkit			Arts & Leadership
				Customer Focused Organizations
				EMBA Project Presentations - Recommendations



Dr. Melita Rant, Executive MBA Director

Three-Year Presidents' MBA

If you are a president, vice-president, chief executive, or member of a managing and supervisory board, and need flexible scheduling to participate in an MBA, the three-year Presidents' MBA is designed for you.

The Presidents' MBA offers you the same high-quality education as the One and Two-Year programs, but you can spread out your studies over three years, following a more individually customized schedule, and benefit from individual mentoring by senior faculty.

The Presidents' MBA, which is designed to reflect your senior responsibilities and time constraints, will prepare you for top management challenges in today's dynamic world. It provides the same academic rigor, coverage and practical relevance as the One- and Two-Year programs, but you can schedule course work more flexibly, and you will be offered special mentoring sessions with professors who will guide your overall progress, and advise you on appropriate reading.

IEDC will help you to develop an individually designed curriculum, which includes selected courses from the One and Two-Year Executive MBA programs, and optional courses that allow you to concentrate more closely on topics of specific interest and relevance to you.

MBA covers functional and strategic management, skills training and project work. The latter, an integral part of the Presidents' MBA, is also individually defined. Under the close guidance of a member of the IEDC international faculty, you will prepare an analysis of and a solution to a particular business or managerial problem of major relevance to your own company.

Application and enrolment are possible at any point throughout the year.



PRESIDENTS' MBA PROGRAM STRUCTURE

The personalized schedule of the program will take you through a range of functional areas, providing in-depth coverage of contemporary management concepts, skills and knowledge. This includes concepts of and best practice in marketing management, accounting and control, financial management, operations management, IT management, Human Resource management, as well as skill development in management communication, developing and leading effective teams, and leadership in general. You will also cover a wide range of topics to better master strategic analysis and management, sustainable development, corporate governance, and business ethics. Leadership Roundtables will offer you an opportunity to share your experiences and discover new leadership solutions in a company of prominent experts and top executives.

PRESIDENTS' MBA PARTICIPANT PROFILE

Your partners in learning

Average age	40 years
Average work experience	15,5 years
Female	28 %

Countries represented	15
<small>(Albania, Belgium, Bosnia and Herzegovina, Croatia, Georgia, Hungary, Italy, Kosovo, Macedonia, Moldova, Montenegro, the Netherlands, Poland, Romania, Russia, Serbia, Slovenia, Sweden, Ukraine)</small>	

Academic Background:	
Degree in Economics and Management	18 %
Degree in Engineering or Natural Sciences	67 %
Degree in Liberal Arts and Social Sciences	4 %
Medicine	11 %

What Our Graduates Say

It was a great learning opportunity and I gained a lot of practical experience during these three years through a combination of classroom work and individual discussions with the best lecturers in the world. I still visit IEDC as I would my parents' house to charge my emotional and intellectual batteries.

Jasenska Gojšić, Chief Executive Officer, CARNet, Croatia (Presidents' MBA 2001)

"Starting the PMBA in the middle of my career helped me to refresh my mind and knowledge, enriching my professional and managerial experience. The excellent selection of professors and the highly challenging dynamic international group gave me the chance to learn with enjoyment, and stimulated me to do things differently after going back to my workplace."

Eva Panczel, Commercial Manager Supply Chain Central and Eastern Europe, Unilever, The Netherlands (Presidents' MBA 2003)

After completing my studies in the Presidents' MBA, I am a much better manager of myself, and I am more dedicated to the real priorities in my workplace.

Iztok Seljak, President of the Management Board, Hidria d.o.o., Slovenia, (Presidents' MBA 1998)



Prof. Arnold Walravens
Presidents' MBA Director



AN EXCEPTIONAL LEARNING PROCESS

"IEDC is a success story in a country which is a success story. IEDC's participants are taught by a faculty which is unparalleled. Coming from management school such as IMD, INSEAD, Harvard, MIT, Darden, and teaming up with local Slovene professionals, there is a unique combination of local and global perspectives."

Professor Derek F. Abell, Emeritus, European School of Management and Technology, Germany

"I was greatly impressed by the IEDC Executive MBA Program. The diversity and richness of thought and experience each participant displayed during teamwork taught me about efficiency and pointing out people's individual strengths. 'No one is perfect but a team can be' is one of the unforgettable things I learned in the program."

Hirotaaka Miyahara, Mitsui & Co., Japan (Executive MBA 2002)

Learning from the best

Bringing together the best educators in the world with the most promising managers in the region, IEDC's Executive MBA Programs prepare you to successfully manage business in a fast-changing international environment:

- by providing you with a solid foundation in core management disciplines and helping you recognize and leverage interdependencies between different functional areas;
- by developing your ability to deal with global uncertainties and capitalize on rapidly-emerging opportunities;
- by translating and adopting the best global knowledge to the unique realities of a particular region and industry;
- by pinpointing and fostering the attitudes and traits required for effective leadership;
- by utilizing art to foster creative thinking and innovative decision-making;
- by enhancing your team-building and interpersonal skills, and
- by exposing you to the larger social, political, and creative context of which that business is part of.

Dr. James C. Ellert is Professor Emeritus of Finance and Strategy and former Dean of Faculty at IMD, Switzerland. Currently he is a Visiting Professor at IEDC. Dr. Ellert is renowned world-wide for his unique ability to use financial analysis as a means for reconciling competing viewpoints of multiple stakeholders involved in financial decisions.



The professors employ a stimulating variety of teaching methodologies including formal lectures, case studies, team and individual presentations, role-playing and negotiations, action learning, and discussions. The program uses a pragmatic and result-oriented philosophy. You will work on consulting projects and assignments related to general management, building on the knowledge and skills learned in the formal courses. This will help you to develop creative, applicable solutions for a specific organization and learn how to immediately apply recently-acquired knowledge and skills.

IEDC is equipped with modern teaching aids, audio-visual resources, personal computers, and a well-stocked Learning Resource Center. The IEDC staff is available to advise you on all subjects related to your professional development needs.

The IEDC Executive MBA participants work with international professors with years of experience in executive education and consulting, who come to IEDC from some of the most prestigious European and American business schools; and with successful business leaders active in the international business community. All of these instructors combine management expertise with hands-on experience in business administration, and understand the specifics of emerging economies.

Dr. Jose Maria Pons is a President of AXIOMA Marketing Consultants, specializing in strategic marketing projects, and he is an expert in helping managers to structure their thinking when approaching a complex marketing problem. For many years he was a Marketing Professor at IESE International Graduate School of Management in Spain.



THE FACULTY INCLUDES:

- Arshad Ahmad, Concordia University, Canada
- Paul Claudel, University of Aix-en-Provence, France
- Pierre Casse, IEDC-Bled School of Management, Slovenian and Moscow School of Management, Russia
- Colin Egan, IEDC-Bled School of Management, Slovenia
- James C. Ellert, Emeritus, IMD Lausanne, Switzerland
- Nenad Filipović, IEDC-Bled School of Management, Slovenia
- Jonathan Gosling, University of Exeter, UK
- Peter Hanke, Centre for Arts & Leadership, Denmark
- P. Fraser Johnson, Richard Ivey School of Business, University of Western Ontario, Canada
- Brane Kalpič, A.T. Kearney South East Europe, Slovenia
- Paul King, Wharton Business School, University of Pennsylvania, USA
- Peter Kraljič, Emeritus, McKinsey Advisory Board and IEDC-Bled School of Management, Slovenia

- Randy Kudar, Emeritus, Richard Ivey School of Business, University of Western Ontario, Canada and IEDC-Bled School of Management, Slovenia
- Salman Mufti, Queen's School of Business, Queen's University, Canada
- Haris Pašović, Academy of Arts, University of Sarajevo, Bosnia and Herzegovina and IEDC-Bled School of Management, Slovenia
- Miha Pogačnik, IDRIART, Slovenia and Germany
- Jose Maria Pons, Axioma Marketing Consultants, Spain
- Danica Purg, IEDC-Bled School of Management, Slovenia
- Melita Rant, IEDC-Bled School of Management, Slovenia
- Juan Serrano, ISA Group, Spain
- Craig Simpson, Organisation Resource, UK
- Philip Stiles, Judge Business School, Cambridge University, UK
- Draško Veselinovič, IEDC-Bled School of Management, Slovenia and University of Ljubljana, Slovenia
- Arnold Walravens, IEDC-Bled School of Management, Slovenia
- Nadya Zhexembayeva, IEDC-Bled School of Management, Slovenia



Miha Pogačnik is a concert violinist, a founder of IDRIART, the Institute of the Development of Intercultural Relations. Through the Arts, and the Cultural Ambassador of the Republic of Slovenia. Through music and art he demonstrates the principles of renewal and change, transforming thinking patterns and removing barriers which limit creativity and vision.



Dr. Nenad Filipović is the Academic Director at IEDC-Bled School of Management, where he teaches courses in general management. Dr. Filipović started his professional career in computer science, joining IEDC after his tenure as Senior Vice-President in charge of R&D and Group restructuring of "Rade Končar" Group in Croatia.



Dr. Randy Kudar is a Professor Emeritus at the Richard Ivey School of Business, The University of Western Ontario, Canada. Helping managers become intelligent users of accounting information as input to decision making, Dr. Kudar has taught accounting and management courses in Kenya, Saudi Arabia, Brazil, Hong Kong, China, and Botswana



Personal and Interpersonal Skills Development

Arts & Leadership

High speed, ever-changing circumstances, and constant demands for new solutions define business reality today. Experience and professional knowledge alone are not enough to face these challenges successfully. To constantly adapt and respond to business demands, we need a deeper source of inspiration. IEDC uses art as a platform for leadership development: it inspires exploration and enhancement of the sources of personal inspiration and creativity. At IEDC you will work with artists who are able to transmit lessons of creative leadership through art. By making artistic experiences relevant, you will be invited to think more deeply and thereby open new creative channels for innovation in an era of rapid change.

Innovative curriculum renowned world-wide

The IEDC curriculum includes three types of courses: functional courses, strategic and integrative courses, and personal and interpersonal skills courses. All courses, even the functional courses, share a common general management perspective. All skills-related courses include extensive skill-building exercises. General management topics such as international management, leadership or business ethics are not only covered in the courses focused on a particular topic, but are an integral part of almost every course offered, providing you with a "view from the top" of an organization, and preparing you for the uncertainty, complexity, and rapid change that mark the reality of a typical executive.



The **Senior Leaders' Mentoring Program** allows you to harvest the years of practical experience of top managers in Central and Eastern Europe via individual face-to-face mentoring sessions. Each participant is matched with a mentor with relevant interests, industry background, and expertise to accelerate his/her personal development.

Leadership Skills workshops focus on practical issues related to leading others and oneself. They deal with topics such as team effectiveness, team roles, and stages of team development. They also address the need to adjust personal leadership style to different situations, and to understand and manage own priorities.

The **Management Communications and Psychological Aspects of Communication** course is based on three interrelated themes: structuring effective communications, the need and ability to persuade the audience, and the use of management communication as a crisis resolution tool.

Personal development sessions are dedicated to individuals' personal development over the whole program. Scheduled at the beginning and the end of the program, they are designed to serve as points of reference in assessing and reflecting on one's own current leadership and managerial practices, and offer support in designing a plan to build on strengths and overcome weaknesses.



Project work

Project work is a cornerstone of IEDC's Executive MBA Programs and plays an important role in the learning process.

As a part of your Executive MBA Program, you will work in teams as consultants to the top management of selected client organizations, providing real value to them. The objectives of this project work are to enhance the practical side of the learning process, to internalize managerial concepts, and to develop creative and applicable solutions.

Applying recently-acquired management concepts and skills, you will conduct the project in several stages with the ultimate goal of providing an applicable solution to the organization. The project work typically starts with a systematic analysis of the industry and of the company itself, to determine its competitive positions and identify priorities and areas of possible improvement. You will focus on one particular strategic issue, analyzed in depth, develop alternative solutions to the identified problems, and create a managerial implementation plan.



A LIFE-CHANGING EXPERIENCE. A LIFELONG NETWORK.

"The experience will continue and the network will remain. Thank you IEDC for turning not only our business attitudes upside down!"
Benedikt Binder-Krieglstein, Head of Sales, Neupack GmbH, Austria (Executive MBA 2006-2007)

"Alpine Bled School of Management shifts mountains of business culture."
The Washington Times

Lifelong learning and lifelong friends



Attending an MBA course at IEDC also means joining an active international business network. The IEDC MBA alumni network, a group of more than 1000 people of outstanding talent and expertise, is linked to a worldwide network of around 50,000 participants of IEDC executive programs. Sharing of efforts with high-caliber classmates from diverse backgrounds helps to foster close relationships among peers and faculty.

The Executive MBA at IEDC is a once-in-a-lifetime opportunity to transform, re-direct, and grow. To ensure that this journey of self-transformation is a successful one, IEDC has included a number of program elements dedicated to making your 17-week journey a truly life-changing experience:

- Personal development sessions, organized throughout the program, allow each person to create a personal development plan, and to receive support from the faculty in its implementation
- One-on-one mentoring by experienced business leaders provides an opportunity to harvest wisdom and advice from business executives with similar interests and professional backgrounds
- Master classes by well-known CEOs bring real-life business dilemmas and best practices in an approachable story-telling format
- Career development support, offered to those with no obligations to a present employer, facilitate the search for a new career direction and placement

The IEDC Alumni Office and the Regional Alumni Associations undertake activities aimed at strengthening the alumni network, facilitating contacts, and exchanging information on job vacancies and experiences among members. National and regional chapters regularly host activities open to the entire network: for example, the Slovenian alumni chapter organizes the annual Gold & Gray Gala, the Croatian chapter invites everyone for a sailing trip, while the Bosnia & Herzegovina chapter hosts a gathering at an international film festival. Annual lectures by favorite professors organized by IEDC bring together alumni from the Julian Alps to the Central Asian Tan Shan mountains, and everywhere in between.





ADMISSIONS AND CONTACTS

“IEDC slogan **School with the view** well suits it, because IEDC really provides a different perspective for everyone involved in its educational system. Everybody at IEDC is willing to learn. It’s a real privilege to have a different view in my life now...to have an IEDC view.”

Dardan Sejdiu, President of the Management Board, Slovene/Kosovo Pension Fund, Kosovo (Executive MBA 2007)

“My warmest congratulations at the occasion of the opening of the new campus of the IEDC in beautiful Bled. Cresceat et floreat.”

Peter F. Drucker, USA

Apply now to move your career forward



Financing Options

Financing your investment in the future

IEDC welcomes applications from outstanding individuals whose intellectual ability, management and leadership skills, academic credentials, and personal qualities indicate that they will benefit from and contribute to our learning environment.



ADMISSION CRITERIA

- Minimum 3 years of meaningful work experience (for Presidents' MBA: top position in an organization)
- Proficiency in written and spoken English
- "Bologna" Bachelor's level degree or equivalent
- Completed application forms
- 2 letters of recommendation

IEDC-BLED SCHOOL OF MANAGEMENT Executive MBA Office

Prešernova cesta 33, 4260 Bled, Slovenia
Phone: +386 4 57 92 500
E-mail: emba@iedc.si
Website: www.iedc.si

APPLICATION PROCESS

Admission to all three MBA Programs is competitive and participants are carefully selected. IEDC evaluates applications on a case-by-case basis according to a range of criteria which include work experience and professional performance, academic records, proficiency in English, professional recommendations, evidence of an international outlook, and strong motivation. All applicants who fulfill the formal criteria will be invited for an interview with the Program Directors.

The One and Two-Year Executive MBA programs have a limited number of places and unfortunately not all applicants, even if fully qualified, can be admitted. Early application is recommended.



CORPORATE SPONSORSHIP

Many participants are supported by their companies, either financially (fully or partially) or through time off, or both. Sending a manager to an Executive MBA program can give a company a manager with:

- a better understanding of business challenges
- an integrated and structured approach to managing business
- a solid foundation in functional management
- improved managerial and leadership skills
- an increased ability to manage change
- greater self-confidence
- international exposure
- an important global business network

OTHER FINANCING OPTIONS

If your company does not sponsor you, you may qualify for scholarship or other forms of financial aid. For more information concerning financing options, please contact IEDC.



Experience IEDC and Slovenia, the green treasure of Europe

IEDC encourages you to visit the school, attend classes for half a day or a day, and meet participants, professors, and staff. Please contact the Executive MBA Office to make an appointment.

You are also welcome to attend one of the information sessions IEDC organizes in different countries. These sessions are an excellent opportunity to get to know IEDC and its MBA programs. Please check our website for a complete listing: www.iedc.si.



Slovenia is a colorful country with a well-preserved natural environment and in spite of its geographically-small size, it is a convergence point of various landscapes: Alpine and Mediterranean, Pannonian and Dinaric, each of which has its own characteristics and unique features. At the heart of Europe, lying between Austria to the north, Italy to the west, Hungary to the east and Croatia to the south, Slovenia has always been a crossroads of trans-European routes. You will surely be surprised by many of its special attractions.

IEDC is located in the town of Bled and with its natural beauty, points of historical interest and an advantageous geographical location south of the Alps, Bled is an ideal place for learning and reflection.

The town, which on the 10th of April 2004 celebrated a thousand years of existence, was already famous at the beginning of the 20th century as the most beautiful health spa of the then Austrian empire, and attracted the European aristocratic elite. Cosmopolitan seekers of diversity and beauty, of relaxation and inspiration, tranquility and the outdoors will find a multitude of opportunities here. Golfers, for example, will enjoy the Bled golf course, which is considered one of the most beautiful in Europe. The image of Bled with its castle, lake and the island in the middle of the lake are sights that have made Bled known across the world.

SLOVENIA

Area: 20,273 sq. km
Population: 2 million
Capital: Ljubljana, pop.: 330,000
Language: Slovenian
Climate: Alpine, Continental, and Mediterranean
Political System: Parliamentary Democracy
GDP per capita (\$), PPP (2007): 27,300



DISTANCES TO BLEĐ FROM THE NEAREST AIRPORTS:

Ljubljana: 35 km
Klagenfurt (Austria): 70 km
Trieste (Italy): 170 km

Art at IEDC

Art plays an important role at IEDC, and the school is an art gallery in itself: the IEDC buildings and the park along the school exhibit over 200 art works created by renowned Slovenian and international painters and sculptors. Thus, IEDC is becoming a place where participants, professors, employees and visitors can enjoy the best examples of modern and contemporary art works.

Some of the IEDC art collection is featured in this brochure:

- Eduard Čehovin / Europe 2020 - Wall painting - IEDC garage / 2004 (page 5)
- Irena Romih / Encaustics and egg tempera on canvas / 1995 (page 5)
- Živko Marušič / Dreams / 1996 (page 9)
- Damijan Kracina / 4 digital prints / 1999 (page 14)
- Nika Špan / Prosperity / 2000 (page 17)
- Janez Zorko / Nuage de L'Est / 2002 (page 17)
- Ejti Štih / Bled / 2002 (page 33)



Photos by: Bor Dobrina, Ivana Keršič, Mavric Pivk and Alex Meyboom.
The information printed in this brochure applies at the time of publication (May 2010) and is subject to change without notice.



A School with a View

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