

IEDC

Bled School of
Management

A School with a View



PROGRAM 2017

REACHING THE NEXT LEVEL OF PERFORMANCE

Over the years more than **80.000**
executives and leaders from **85**
countries attended IEDC programs.

TOP EXECUTIVE FORUMS AND CONFERENCES

- Jun.** **Annual Conference of the European Leadership Centre**
The conference provides an opportunity for exchanging opinions and creating a dialogue between business, government, NGO and media leaders about European and global leadership issues.
- Oct.** **Annual International Human Resource Managers' Forum**
Designed to address the increasing needs and demands of senior HR leaders with the demonstration of best practices in the field.
- Nov.** **Annual Presidents' Forum**
Annual Presidents' Forum brings together leaders from all walks of life to discuss pressing issues and search for innovative solutions to challenges the companies and other organizations and society face.

DEGREE PROGRAMS

- Jan.** **PhD in Management** four-year program
A part-time doctoral degree program (Bologna PhD Level) that focuses on the areas of Strategy and Leadership, combining rigorous academic foundations with applied oriented research.
- Feb.** **Master in Management and Executive MBA**
A professional degree program (Bologna Master Level) that prepares the participants for new management challenges and leadership responsibilities. Delivery formats in modules over one year, two years and three years.

LONG MANAGEMENT DEVELOPMENT PROGRAMS

- May**
8 - 20 **General Management Program – GMP**
Broadens knowledge and understanding of management by thorough coverage of managerial knowledge, skills, and practices to prepare managers for the move from the role of a successful functional manager to the role of strategic leader.
- Nov.**
6 - 17
- Oct.**
10 - 12 **Advanced Management Program – AMP**
(in three modules), organized in Belgrade, Serbia
- Nov.**
7 - 9
Dec.
12 - 13
Gives a thorough overview of all key areas of management and allows the participants to strengthen their managerial competences and skills; prepares the participants for broader responsibilities.

SUMMER SCHOOLS

- Jun.**
26 - **Jul.**
7 **Young Managers Program – YMP**
Designed for young high potentials with some work experience. Program gives a thorough introduction to the main fields of management knowledge and skills. It is a great international learning and networking experience.
- Jul.**
4 - 12 **Discover Entrepreneurial Management Program (DEMP)**
An intensive program for students from different study disciplines who want a basic but broad introduction to management principles and disciplines. A unique learning and networking experience.

FOCUSED MANAGEMENT DEVELOPMENT PROGRAMS

**Mar. &
Apr.**

Finance for Non-Financial Managers (Key Elements of Business)

Provides an understanding of the language, concepts, and practical applications of financial and management accounting; designed for managers with different, functional and strategic responsibilities; IEDC's best-selling seminar!

René Magdalenic, Management Development and Training, Belgium

- **In Slovene:** March 15 - 17, April 5 - 7
- **In English:** October 12 - 14, October 16 - 18

**Mar.
15 - 16**

Digital Business Model: New Opportunities for Creating Value

Helps to create business value with digital processes and the power of an extended digital Ecosystem and the transformation of these single areas into a Digital Business Model.

Branislav Vujovic, New Frontier Group, Austria

**Apr.
24 - 25**

Digital Marketing; A Managerial Approach for Analog Companies

Digital technologies have modified the playing field in many respects to the point where managers must broaden their mindset and understand how consumers are adopting and using the digital landscape.

Joe Pons, AXIOMA Marketing Consultants, Spain

**May
24 - 25**

Designing an Integrated Digital Strategy

The Seminar is devoted to the creation of the "big picture" with the focus on a single question: How can a company develop an integrated digital strategy and implement it effectively?

Salman Mufti, Smith School of Business, Canada

**June
8 - 9**

Communicate, Collaborate, Negotiate

Changing communication style from straightforward and informative to persuasive requires an understanding of how to move people to think, feel, or believe differently. This is why corporate recruiters routinely put communication skills at the top of the list of what they're looking for in management-level employees.

Dorothy Grandia, INSEAD France & Rotterdam School of Management, the Netherlands

**Nov.
23 - 24**

Inspiring Leaders and Engaged Employees; Profitable Customer Relations

Provides an understanding of leadership needed to create a high achievement environment where emotional intelligence plays an important role in the creation of customer delight.

Juan Serrano, Transforma, Spain

CUSTOM MADE PROGRAMS

FLEXIBILITY

IEDC has proven track record in helping its corporate partners to address a large variety of business needs. It designs and delivers leadership and management development programs at different organizational levels, supports business transformation and other strategic change

RELEVANCE

management initiatives, as well as creates impactful interventions targeting specific organizational or individual needs.

IMPACT



Only the best

is good enough

(Prof. Dr. Danica Purg)



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