

PROGRAM 2010

IEDC

Bled School of
Management

A School with a View

TOP EXECUTIVE FORUMS

Annual Conference of the European Leadership Centre (ELC) (2 days) **May 27 - 28**
An actual topic on European issues in a form of a dialogue between business, government and NGOs

Southeast Europe Management Forum Bled - Kopaonik (2 days) **September 16 - 17**
Forum co-organizers are Serbian Association of Economist (SES) and IEDC-Bled School of Management.
Who should attend: Business people who are interested in connecting with business and political environment of SEE

Annual Human Resource Managers' Forum (2 days) **September 30 - October 1**
Lecture on actual issues of HR and a roundtable with the demonstration of best practices
Who should attend: Managers in charge of Human Resources and Leadership Development

Annual Presidents' Forum (1 day) **November 5**
Forum speakers, title and content to be announced
Who should attend: Company presidents, CEOs, board and supervisory board members, representatives of governments, the non-profit sector, and other organizations

EXECUTIVE MBA PROGRAMS

International Executive MBA / 1-year program (17 weeks in four modules) begins **January 17**
A professional degree program (Bologna Master Level) that helps participants to develop decision-making, strategic planning, implementation, and leadership skills
Who should attend: Practicing managers with the potential to assume positions of greater responsibility in their organizations

International Executive MBA / 2-year program (17 weeks in seven modules) begins **June 6**
A professional degree program (Bologna Master Level) that helps participants to develop decision-making, strategic planning, implementation, and leadership skills
Who should attend: Practicing managers with the potential to assume positions of greater responsibility in their organizations

Presidents' MBA / 3-year program (17 weeks, spread flexibly over three years) Intake throughout the year
A professional degree program (Bologna Master Level) which is a worldwide IEDC innovation; customized schedule of attendance of Executive MBA program courses, combined with personal guidance throughout the program; a unique learning experience
Who should attend: Presidents-owners and senior executives in business or public administration, who require maximum flexibility in program attendance

GENERAL MANAGEMENT PROGRAM

General Management Program - GMP (5 weeks in two modules) - Spring intake (Part I) **May 16 - 29**
Broadens knowledge and understanding of management by thorough coverage of managerial knowledge, skills, and practices; prepares the participants for strategic responsibilities
Who should attend: Managers identified by their companies as having the potential to take over substantial leadership roles. This includes rapidly rising middle-level managers, as well as talented high potential younger managers with relevant work experience (Part II) **October 11 - 27**

General Management Program - GMP (5 weeks in two modules) - Autumn intake (Part I) **November 14 - 27**
Broadens knowledge and understanding of management by thorough coverage of managerial knowledge, skills, and practices; prepares the participants for strategic responsibilities
Who should attend: Managers identified by their companies as having the potential to take over substantial leadership roles. This includes rapidly rising middle-level managers, as well as talented high potential younger managers with relevant work experience (Part II) **March 2011 7 - 23**

ADVANCED MANAGEMENT PROGRAM

Advanced Management Program - AMP (3 weeks in three modules) - Organized in Belgrade, Serbia (Part I) **April 19 - 24**
Gives a good overview of all key areas of management and allows the participants to strengthen basic managerial competences; prepares the participants for more senior responsibilities
Who should attend: Managers identified by their companies as having the potential to take over more senior positions. This includes middle-level managers, as well as talented high potential younger managers with relevant work experience (Part II) **May 17 - 22**
(Part III) **June 14 - 17**

YOUNG MANAGERS' PROGRAMS

Young Managers' Program I - YMP (2 weeks) **June 20 - July 2**
Gives a thorough introduction to the main fields of management knowledge and skills
Who should attend: Individuals with up to five years of work experience who are beginning their managerial career and wish to enhance their management knowledge, skills and practice

Young Managers Program II - YMP (2 weeks) **June 27 - July 9**
Gives a thorough introduction to the main fields of management knowledge and skills
Who should attend: Individuals with more than five years of work experience who are beginning their managerial career and wish to enhance their management knowledge, skills and practice

Discover Management Program - DMP (9 days) **July 6 - 14**
A journey through all the major aspects of management practice
Who should attend: University graduates (just graduated or soon to graduate) from diverse educational backgrounds who wish to gain an insight into managerial concepts and practice before their first jobs

SHORT EXECUTIVE DEVELOPMENT PROGRAMS

Finance for Non-Financial Managers - in Slovene language (8 days in two modules)

Understand the language, concepts, and practical applications of financial and management accounting
René Magdalenic, Management Development and Training, Belgium
Who should attend: Executives wishing to improve their understanding of the fundamentals of finance and the impact of management decisions on the financial health of a business

(Part I) **February**

9 - 12

(Part II) **March**

8 - 11

Leading Positive Change through Appreciative Inquiry

Deepen your understanding of successful change management and discover Appreciative Inquiry, a strategic management approach celebrated as the most important innovation in organizational development of the past decade

Dr. Ron Fry, co-creator of Appreciative Inquiry, Case Western Reserve University, USA

Dr. Nadya Zhembayeva, IEDC-Bled School of Management, Slovenia

Who should attend: Senior leaders, managers, change agents, corporate trainers and independent consultants who are currently driving strategic change initiatives or who have a need to expand their ability to catalyze positive change

April

8 - 9

NEW

Strategic HR Management

Improve your competence in dealing with complex HR issues

Prof. Philip Stiles, Cambridge University, UK

Who should attend: Management board members, business unit heads and other senior managers needing to understand how HR strategies work, as well as HR professionals needing to develop HR strategies, communicate them to business leaders and implement them

April

22 - 23

NEW

Corporate Finance

Identify how shareholder value can be created or destroyed through operating, financing, and business portfolio decisions

Prof. James Ellert, IMD Lausanne, Switzerland (Emeritus)

Who should attend: chief financial officers, corporate treasurers, other financial managers, bankers, financial consultants, managing directors, board members

May

19 - 21

Leadership and Strategy Challenges - Learning from the Golf Metaphor

Open new horizons on what leadership really means and find inspiration in parallels between business and other realms of life (golf)

Prof. Pierre Casse, Leadership Chair at IEDC-Bled School of Management and other guest speakers

Who should attend: Senior managers who have significant leadership responsibilities within their organizations

August

25 - 28

Marketing for Non-Marketing Managers

Understand the language, concepts, and practical applications of marketing

Prof. Colin Egan, Coca-Cola Chair in Marketing, IEDC-Bled School of Management, Slovenia

Who should attend: Executives wishing to improve their understanding of the fundamentals of marketing and the impact of management decisions on the market position of a business

September

23 - 25

Finance for Non-Financial Managers - in English language (8 days in two modules)

Understand the language, concepts, and practical applications of financial and management accounting

René Magdalenic, Management Development and Training, Belgium

Who should attend: Executives wishing to improve their understanding of the fundamentals of finance and the impact of management decisions on the financial health of a business

(Part I) **October**

5 - 8

(Part II) **November**

15 - 18

Leadership for High Performance

Learn and practice a critical set of leadership skills which will enable you to reach peak performance in demanding managerial jobs

Prof. Don Nightingale, Queen's School of Business, Queen's University, Canada (Emeritus)

Prof. Lynn Isabella, Darden School of Business, University of Virginia, USA

Prof. Danica Purg, IEDC-Bled School of Management, Slovenia

Who should attend: Managers and heads of departments (such as finance, operations, HR...), who are responsible for achieving business results through people and teams and who want to strengthen their people management skills

November

8 - 12



CUSTOMIZED PROGRAMS FOR COMPANIES AND OTHER ORGANIZATIONS

IEDC-Bled School of Management works closely with companies and other organizations to create and deliver programs fully customized to their needs. A wide range of innovative programs have been prepared to help client organizations develop management teams and successfully address concrete business and leadership challenges.

Customized programs can range from one or two days to several weeks. Longer term programs can be delivered in shorter modules to fit the work schedules of individual companies. Customized programs can be delivered at a company site, at IEDC in Bled or at any other location.

Some examples of customized programs include: Building a Company's Service Orientation, Business Ethics, Corporate Financial Strategy, Creating World Class Operations, Global Business Leader Program, Leading Strategic Change, Leading Business Transformation, Line Managers Program, Managerial Communications, Managing Strategic Alliances, Strategy Development and Implementation, etc.

Clients include: Adris Group, BAE Systems, BAT, Coca Cola, Continental, Electrolux, Croatian Telecom, Danfoss, Delta, General Electric, 3i, Erste Bank, MOL, IBM, IES-Holding, Goodyear, Gorenje, Henkel, Hewlett Packard, Holcim, IAEA, Iskratel, Krka, Lek Sandoz, Lura, Microsoft, Oracle, Open Society Institute, Petrol, Plastal, Pliva, Podravka, Porsche Holding, Prevent, S&T, Telekom Slovenije, Tetra Laval, Trimo Trebnje, Governments of Albania, Bosnia and Herzegovina, Macedonia, Serbia, etc.

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