

GMP

IEDC
Bled School of
Management

A School with a View

General Management Program



FROM FUNCTIONAL MANAGEMENT TO STRATEGIC LEADERSHIP

CLASS 2009

Module I: May 24 – June 6, 2009

Module II: October 12 – 28, 2009

SPRING CLASS 2010

Module I: May 16 – 29, 2010

Module II: October 11 – 27, 2010

AUTUMN CLASS 2010/2011

Module I: November 14 – 27, 2010

Module II: March 7 – 23, 2011

www.iedc.si/gmp



ABOUT SLOVENIA AND BLED

Slovenia is a charming country in Central Europe. It has everything that travelers enjoy in this part of the world: mountains and lakes, castles and alpine forests, vineyards and meadows, beaches and island resorts. Lying at a natural hub of European routes at the eastern tip of the Alps, its lovely baroque capital, Ljubljana, is just a two-hour drive from Venice and a three-and-a-half-hour drive from Vienna.

Bled lies in the extreme northwestern part of Slovenia, at the foot of the Julian Alps, approximately 45 km from the national borders with Austria and Italy. The nearest international airports are Ljubljana, Slovenia (36 km), Klagenfurt, Austria (70 km), Trieste, Italy (170 km) and Venice, Italy (300 km).

WHY IEDC

- **World class faculty** drawn from the leading European and North American business schools
- **International**, diverse and experienced class of participants
- **Project-based learning** helps managers to develop practical solutions for their own organizations
- **Creativity** brings innovative and entrepreneurial thinking into the organization
- **Excellence** in program implementation and service
- **State-of-the-art facilities** at the beautiful Lake of Bled



Niko Slavnič, GMP Director



Daniel Szpiro, Cornell University



Project work

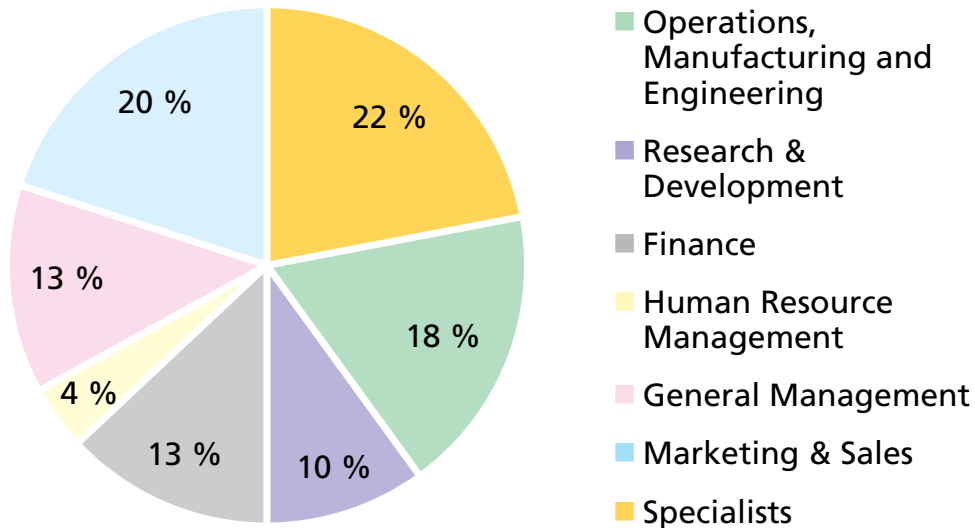
“Every day of the GMP has been of real value for me.” David Tatschl, Austria

Who

GMP invites managers who are:

- moving from a role of a successful functional manager to the role of strategic leader
- talented middle and senior managers
- managers with the potential to move to a higher management level with a wider international perspective
- entrepreneurs who wish to gain a better understanding of the changing role of the owner-manager

Participants by function



GMP faculty with business experience:



Lynn Isabella,
Darden Graduate School of Business Administration, University of Virginia, USA



Krzysztof Obloj,
LKAEM and University of Warsaw School of Management, Poland



Danny Szpiro,
S.C. Johnson Graduate School of Management, Cornell University, USA



Robert Fisher,
School of Business, University of Alberta, Canada



Don Nightingale,
Professor Emeritus, Queen's School of Business, University of Queen's, Canada



Nenad Filipović,
IEDC-Bled School of Management, Slovenia



Juan M. Serrano,
Partner at Transforma – the ISA Group, Spain



Nadya Zhexembayeva,
IEDC-Bled School of Management, Slovenia



Mani Sandher,
2nd TIER, United Kingdom



Melita Rant,
IEDC-Bled School of Management, Slovenia

The program is also enriched by special guest lecturers from business and academia.

“...an engine in my business career.” Andreas Steinbauer, Germany

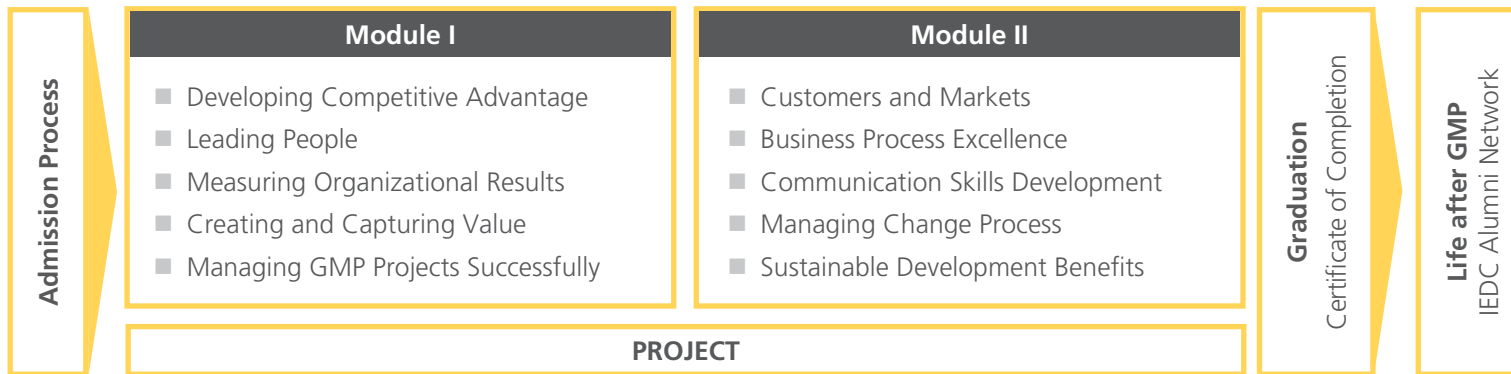
What

The General Management Program is a five-week intensive program designed to broaden managerial and leadership perspectives. The program is organized in two modules.

- **Module I** (two weeks)
covers topics from the main business functional areas
- **Module II** (two weeks + Project Week)
concentrates on integrated topics and development of communication skills. The second module is completed by a graduation ceremony, where participants are awarded a Certificate of Completion.

Between modules participants work on data and gather information, draw up their analysis, development of findings, conclusions, recommendations, and action plans; and deliver a draft of the project report.

Program Structure



For more details please check our web page: www.iedc.si/GMP

The project

represents a practical and well-structured solution to a particular problem identified in the participant's own organization. It provides an opportunity for participants to use their newly-acquired skills and concepts under the supervision of an assigned project mentor.

Participants may select among four different tracks: strategy, marketing & sales, operations, and leadership. They also prepare a presentation for corporate guests. The final project report consists of an analysis of a practical solution to the problem and discusses a concrete plan of action. Some previous GMP project examples:

Solutions

- Introducing an innovative product
- Renewing a marketing strategy for higher growth
- Moving business operations to high-potential markets
- New reward system for the Sales Department



The highest value is the "BIG PICTURE." Tímea Samu, Hungary

Personal Experience



"The GMP in Bled contributed to my professional experiences with amazing professors."

Timea Samu, CFO
Magyar Telekom T - Systems, Hungary



"The GMP provided an essential contribution to my personal development and was an engine in my business career. The GMP provided a lifetime network of top people from all over the world."

Andreas Steinbauer, Managing Director,
Voestalpine Deutschland GmbH, Germany



"Participation on GMP is an excellent opportunity to upgrade and broaden one's own management knowledge and to exchange opinions and practices in a challenging and supportive environment."

Irena Turšič, former Human Resource Manager
S&T Slovenija d.d., Slovenia



"After years of business practice you re-connect yourself with theory again, yet in a completely different, more practical way."

Maja Tuškej, HR Manager,
Telekom Slovenije d.d., Slovenia

Organizational Experience



"The GMP is a great way to enrich professional and work experience with additional knowledge which covers all the main functions and processes of a company."

Janja Bratoš, former President of the Board of Management,
Lek d.d., Slovenia



"The IEDC's GMP has had a significant impact on participants broadening their perspectives and making them more task-oriented, ready for the challenge."

Beata Janczur, Human Resources Division Manager,
ING Nationale Nederlanden S.A., Poland



"The GMP enabled me to gain a broader view of business organizations."

Katharina Böhler, Marketing International
ASPIAG Management AG, Switzerland



"The program is rich with information, tools, management techniques - but the most important was the inspiration to think about my business and my company in new ways."

Ivo Špigel, Director and Owner,
Perpetuum Mobile d.o.o., Croatia

Many organizations in 63 countries believe in GMP by sending more than 1000 managers to participate:

Acroni, Anadolu Endustri Holding, Atlantic trade, Atlas Group, Bambi-Banat, Bosnalijek, British American Tobacco, Bureau Veritas, Coca-Cola, Coface, Cosylab, Croatian Telecommunications Agency, Danube Foods, Deloitte, Droga Kolinska, Edil Group, Efes Beverage Group, Elan, Ericsson Nikola Tesla, Esotech, Europapier, G4S, Government of the Republic of Macedonia, Hemofarm, Hermes SoftLab, HT, ING Bank, Iskratel, Jamnica, Janssen Cilag, JSC Latvia's State Forests, Kemofarmacija, Krka, Lek, Mladinska knjiga, MPC Holding, National Institute of Biology, NeonSeven, NEXE Grupa, NLB, Petrol, Pivara Skopje, Plastal, Politika, PV Invest, Rudjer Innovations, S&T, Salonit, Sava, Schindler, Si.mobil, TCG Unitech LTH-OL, Trimo, Unilever, Unior, United Nations Organization, Zavarovalnica Triglav etc.

How

Participants experience learning through:

- case studies and business simulations
- lectures, group exercises and discussions
- individual and group presentations
- input and experiences of classmates
- putting newly-acquired skills and knowledge into practice by developing a problem-solving project for their company/organization

Project-Based Learning provides a powerful tool for instant application and demonstration of newly-acquired knowledge and skills while delivering real solutions and immediate payback for the company.

The highly-intensive program timetable makes an “in-residence” stay necessary. Class hours are usually 8:30 to 16:30 with breaks; classes run from Monday through Saturday.

Participants must also read and prepare in the evenings (typically for 2 – 3 hours) for the next day's session.

Program fee

7,900 EUR + VAT. The fee includes program materials, instructions, the use of computers, Internet access, refreshments and lunches, Certificate of Completion, access to the IEDC Resource Center and lifelong access to the IEDC Alumni Network.

When

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Admission requirements

Minimum GMP application requirements:

- a working level of English (verified in the interview)
- at least three years of relevant work experience

Completed application forms should reach the GMP office of the IEDC–Bled School of Management at the latest one month before the program starts. Early application is recommended as the number of participants per class is limited. All candidates are invited for an interview with a member of the Program faculty.

Early bird

Register more than 3 months before program start and get the 5% early bird discount.

Apply now

GMP Office

Tel.: +386 4 57 92 520

Fax: +386 4 57 92 501

gmp@iedc.si

www.iedc.si/gmp



Manca Debeljak
Program Manager

IEDC-Bled School of Management

is located at Lake Bled, a beautiful Alpine resort in Slovenia.

Over the years it has earned a reputation as a high-quality international management school. Over 47,000 executives from 61 countries have participated in IEDC programs. One third are top managers and more than half come from countries other than Slovenia.

IEDC is well known for its team of professors, coming from the best business schools around the world, for the internationality of its participants, and for the quality of its service. IEDC has become established as a true center of excellence and a major business meeting point in the region.

Along with its highly-ranked International Executive MBA and Presidents' MBA programs, the IEDC offers short executive seminars and forums for top management, customized programs for corporate partners, and a wide range of general management programs, including a five-week General Management Program and Young Managers' Programs.



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