

# Creative Environment for Creative Leadership

IEDC

Bled School of  
Management

*A School with a View*



"Bled in Slovenia has the best small business school in Europe"  
**THE INDEPENDENT**

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"A few months after the end of the course 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 for understanding the latest strategies to achieve business goals."

**Tatjana Fink**, General Manager  
Trimo Trebnje, Slovenia  
Manager of the Year 1999

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"The IEDC 's GMP has had a significant impact on participants broadening their perspectives and making them more task-oriented, ready for the challenge. The Program boosts their individual development and offers a unique opportunity to exchange experiences and to explore the global perspectives in management through working in cross-cultural teams. GMP gives the vision. Thanks to this it is a maturity facilitator for our people."

**Beata Janczur**, HR Director  
ING Nationale-Nederlanden Polska S.A.  
Poland

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"A fantastic chance to learn new ideas and viewpoints on business strategy, besides refreshing and enhancing existing knowledge. The international networking opportunities are an invaluable bonus. The Summer School is surely the best insight for the potential MBA student."

**Andrew Jean**, Mitsui & Co. Deutschland GmbH, Düsseldorf Germany

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"The 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 schools 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**

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"Slovenia's IEDC widens leaders' perspectives."

**The Wall Street Journal Europe**  
March 2004

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"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**

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"One of the leading innovators in business education in Central and Eastern Europe."

**The Financial Times**, September 2003

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"The year I spent at IEDC was the most challenging of my life. The personal growth of each and every one of us, led by excellent, but very demanding world-class professors, was so obvious and we all learned in practice from IEDC's personal care of each client."

**Agita Lazdina**  
Mepha Baltic, Latvia

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# IEDC PROGRAMS

## DEGREE PROGRAMS

### ***International Executive MBA***

A professional degree program which helps participants to develop decision-making, strategic planning, implementation and leadership skills. Organized in modules, it is aimed at practicing managers with the potential to assume positions of greater responsibility in their organizations.

### ***Presidents' MBA***

Designed for top executives who value flexible scheduling and individual mentoring by senior faculty. This program allows participants to create a personal schedule based on selected courses from the Executive MBA program and from many optional executive programs.

### ***Master of Science in Management***

A two-year postgraduate program for MBA alumni which leads to the title of Master of Science. The program combines academic rigor with a focus on practicing management, and builds on the excellence of the Executive MBA and Presidents' MBA programs.

## EXECUTIVE EDUCATION

### ***General Management Program***

A five-week program providing a thorough coverage of managerial knowledge, skills and perspectives. It is designed for managers who have the potential to assume strategic responsibilities in an increasingly global environment.

### ***Open Enrollment Programs and Forums***

IEDC offers a portfolio of one-day to two-week functional and general management development programs which address the challenges facing managers and future managers in leadership, marketing, finance, accounting, and many other areas.

### ***Tailor-made Programs***

Innovative design, flexibility in meeting specific management development needs and the highest possible level of customer service are the hallmarks of the broad range of tailor-made programs offered by IEDC. Previous satisfied participants in these programs include leading multinationals, regional companies, governments, public service bodies and NGOs.

## SUMMER SCHOOLS

### ***Young Managers Program***

This two-week program targets young high-potential managers who wish to complement their current skills with the latest ideas in management.

### ***Discover Management Program***

This nine-day program is designed for young university graduates from diverse educational backgrounds desiring to gain an insight into managerial concepts and practice before entering the workforce.

## EUROPEAN LEADERSHIP CENTRE - ELC

European Leadership Centre (ELC) is a forum where European business, government and NGO leaders exchange views on European and world affairs, and work to enhance Europe's leadership role in the world. In addition to organizing forums and workshops, the Centre promotes research on topics of special interest to Europe.

## ALUMNI NETWORK

Sharing efforts with classmates from diverse nationalities and backgrounds helps to foster close relationships with peers and faculty. After taking part in any IEDC program, participants stay connected through a powerful network of more than 40,000 IEDC alumni.



## A word of the President

IEDC-Bled School of Management is a place where leaders from all walks of life come to learn, reflect and share ideas and perspectives. As an international center of excellence in management education and as a meeting place in the heart of the New Europe, IEDC has built a proud reputation as a leading agent of change and as a force in the social and economic development of the region.

Attending one of our excellent programs, in an environment surrounded by fine art and breathtaking Alpine scenery, will stimulate your creative thinking about the challenges we face in the years ahead. I look forward to welcoming you here and invite you to come and share your views, experience and knowledge with a fine group of international leaders.

**Prof. Danica Purg**

# WHY IEDC

- Outstanding teaching with world class professors
- Strong international orientation
- Flexibility and immediate transfer of knowledge into practice
- Agent of change and an important business meeting point
- Place for reflection and innovative learning
- Widespread Alumni network
- Stimulating and creative learning environment

## At the crossroads of the New Europe

Distances to Bled from the nearest airports:  
Ljubljana: 35 km, Klagenfurt (Austria): 70 km, Trieste (Italy): 170 km

### Some basic information about Slovenia:

Area: 20,273 sq.km  
Population: 2 million  
Capital: Ljubljana, population 330,000  
Language: Slovenian  
Climate: Alpine, continental, and Mediterranean  
Political System: Parliamentary democracy  
GDP per capita, PPP (2006): \$23,400



### CONTACT US

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## A unique combination of local touch and global perspectives

Over the years, IEDC has earned a reputation as a top-quality international management school and one of the most prominent management development institutions in Europe.

Since 1986 more than 40,000 executives from more than 60 countries have participated in IEDC programs. One in three participants at IEDC holds a senior or top management position, and more than 70% come from countries other than Slovenia.

As a center of excellence, IEDC attracts world-famous professors from the best business schools in Europe and North America. Every year, over 50 visiting professors from 30 countries teach in IEDC programs or seminars.

IEDC is an agent of change and an important business meeting place in the region.

The school is driven by a vision that successful management is affected not only by one's own company and the business world it is part of, but also by the society that surrounds it. Therefore IEDC aims to promote ethical and socially-responsible leadership. Leading social thinkers, business and political leaders lecture regularly there, and an additional focus on contemporary arts opens the mind to the importance of original and creative thinking.

IEDC is one of the most international business schools in Europe. In a typical MBA class more than 15 countries are represented.

State-of-the-art facilities provide a comfortable and stimulating learning environment, and encourage the ongoing exchange of ideas.

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

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