

The 10 Day Mini-MBA

International Business School



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ZfU Strategy Academy / Entrepreneurship

June 11 – June 20, 2012

June 10 – June 19, 2013

Advanced Management-Program Boston/USA

With Authorities from the leading US-Business-Schools

- Prof. Srinivasa Rangan: **Competitiveness, Strategy and Strategic Alliances**
- Prof. Robert Higgins: **Corporate Finance and Risk-Management**
- Prof. Homa Bahrami: **Organizational Behavior and Flexibility**
- Prof. John van Maanen: **Change-Management in Complex Organizations**
- Prof. Michael Roberto: **The Process of Strategic Decision Making**
- Prof. Roberto Fernandez: **Leadership – Leading and Managing Teams**
- Prof. Abdul Ali: **Marketing, Branding, Pricing & Customer Value**
- Prof. Marty Anderson: **Strategic Value-Chain-Management**
- Prof. Virginia Soybel: **Accounting and Performance-Measurement**
- Ronald W. Jue: **Intuition and Decision Making**

The ZfU Boston Faculty Directory

Prof. Marty Anderson

Babson College; Professor and Co-Director; Marty Anderson is teaching in the MBA Program. His courses have included: Global Supply Chain Management, Retailing in the Networked Economy and Extended Enterprise Management. Marty Anderson has advised governments on technology and competitive policy, has testified many times before the U.S. Congress, has advised two White Houses and the European Parliament.

Prof. Homa Bahrami

Haas School of Business; University of California – Berkeley; Professor of Organizational Behavior; Director Pedagogy, Inc.; Consultant to various global and high tech companies in the US and Europe. Current Research and Interests: Organizing and managing high tech knowledge workers; Impact of technology on organizational structure and design; working in remote multi-cultural teams in global settings.

Prof. Roberto Fernandez

MIT Sloan-School of Management/Boston; Professor of Organization Studies; Roberto Fernandez works on organizational process, social networks, hiring, turnover and diversity. His research and teaching focus on economic sociology, organizational behavior, social stratification, race, and ethnic relations.

Prof. Robert Higgins

University of Washington, Seattle/WA; Professor of Finance, his most recent book is „Analysis for Financial Management“ (7th edition). Professor Higgins has received over three dozen awards for teaching and he is a frequent instructor in executive education programs.

Ronald W. Jue

Lecturer / Trainer at the Esalen-Institute in California; Author of “The inner Edge”. Ron Jue is a clinical psychologist with interests and experience in cultural anthropology, religious studies and science. With the Dalai Lama he worked with the World President’s Organization, Washington, D.C. in creating dialogues of “spirituality in business.”

Prof. Abdul Ali

Babson College/Boston; Prof. Ali is currently the President’s Term Chair and an Associate Professor of Marketing at Babson College. Earlier he taught at the University of Maryland, College Park and Syracuse University. Prof. Ali served as Chair of the Marketing Division for six years (2000 – 2006). Prof. Ali has worked at Ciba-Geigy, Ltd.. Prof. Ali obtained an engineering degree from the India Institute of Technology, Kharagpur, an MBA degree from the Indian Institute of Management, Ahmedabad, and a Ph.D. from Purdue University.

Prof. Srinivasa Rangan

Babson College/Boston; Professor of Strategy and International Business; Professor Rangan has held research and faculty positions at IMD in Switzerland, the Harvard Business School and Tulane University, where he received the Howard Wissner Outstanding Teacher of the Year Award. Rangan’s research, teaching, and consulting focus on competitive strategy, joint ventures, strategic alliances, global competition and national competitiveness.

Prof. Michael Roberto

Harvard Business School/Boston; Professor for Business-Management; Professor Roberto’s research focuses on strategic decision-making processes and senior management teams. His research has examined how managers make strategic decisions in a timely and efficient manner, while simultaneously building the consensus often required to implement decisions effectively.

Prof. Virginia Soybel

Babson College – Boston; Professor of Management; Professor Soybel’s research interests focus on alternative reporting methods and their effects on financial ratios and on decisions. Some of her work has been published in the Strategic Management Journal and the Journal of Accounting and Public Policy.

Prof. John E. van Maanen

MIT Sloan-School of Management/Boston; Professor of Organization Studies; Van Maanen studies people ethnographically, by living with them under the same conditions. Cultural descriptions figure prominently in his writings about occupational conflicts, organizational careers and work routines.

Program-Outline

Day 1

Competitiveness and Strategic Growth

- Creating competitive corporate advantage
 - Successful multibusiness strategy
 - Building and managing transnational companies
 - Managing in the Information Age: Strategy of global leaders
 - Winning Strategy in New Economy
 - Implementing Strategy
 - Management control systems
 - The competitive challenge of globalization
 - How to manage hyper growth
- Srinivasa Rangan*

Day 2

Organizational Behavior and Flexibility

- Influencing Process Design, Direction and Function
 - The implementation of change strategies: Transforming organizational structures
 - Making an organization more visionary
 - Leading Remote and Virtual Teams
 - Managing hightech knowledge workers
 - Knowledge-based Management
 - Leadership, teamwork and conflict resolution
 - Organizational Learning
- Homa Bahrami*

Day 3

Corporate Finance and Risk-Management

- Capital Structure Decision
 - Managing Risk in the Corporation
 - Short- and Long-Term Performance
 - The role of modern finance in strategic decisionmaking
 - Value based management
 - Financial information to support strategy
 - Financial management and the creation of value
- Robert Higgins*

Day 4

Strategic Decision Making

- Surviving and managing in complex situation;
 - Managing transitions, changes and cultural complexity;
 - The approaches to Decision Making
 - Decision as a process: Inquiry versus Advocacy, Constructive Conflict
 - Structuring the Decision-Making-Process
- Michael Roberto*

Day 5

Leadership: Leading Teams and Innovation

- The new role of the modern leader
 - Leadership in a global competitive environment
 - Leading in a rapid growth organization
 - Structural bases of leadership
 - Coaching for results
 - Vision and communication team development
 - Leading innovation and organizational renewal
 - Managing and leading innovation and the organizational changes
- Roberto Fernandez*

Day 6

International Marketing-Management

- Marketing-Strategy: How to create real customer value and building customer loyalty
 - Strategic brand management
 - Pricing in global markets: Value vs. Costbased pricing
 - Integrated marketing – communications
 - Building and managing global brand equity
 - Performance Measurement and Balanced Scorecards in Marketing
 - Marketing organization of the future
- Abdul Ali*

Day 7

Accounting and Performance-Measurement

- Accounting as a benchmark tool and to make better decisions and strategies
 - Strategic cost management
 - Evaluating financial performance: use of ratios and cash flow analysis
 - Transfer pricing and cost allocation
 - Responsibility accounting
 - The uses and values of performance measurement systems
 - Performance Measurement Indicators
- Virginia Soybel*

Day 8

Intuition and Decision Making

- Learn how internal resources complement external resources in the development of leadership, which builds confidence within a company
 - Intuitive presence; Accessing internal resources for the optimal utilization of external resources
 - Recognizing and assessing the social and inner forces of the moment
- Ronald W. Jue*

Day 9

Value-Chain-Management and Process Mapping

- Develop new business opportunities
 - Transform existing business and brands
 - Build organizational capability
 - The networked economy
 - The Value Chain and Supply Chain Design
 - The gap between current business strategies and networked business models
- Marty Anderson*

Day 10

Management of Change; Complex Organization

- Leading and managing organizational change
 - The role of organizational culture
 - The innovative solution organization: How to communicate change
 - Designing high commitment organizations and high-performance work groups
 - Managing in high-stress environments
 - Personal styles and managerial styles
- John van Maanen*

Selected Session Topics

- International and Global Strategy
- Organizational Behavior and Design
- International Marketing-Strategies
- Strategic Value-Chain-Management
- Strategic Decision Making
- Accounting and Performance-Measurement
- Leadership and Human-Resource-Management
- Corporate Finance and Risk-Management
- Leading Innovation-Management
- Change- and Conflict-Management
- Leading Complex Organisations

Who should attend / Qualification

Business owners, Business unit executives and general managers, Executives in strategic planning, finance and marketing, Executives who wish to improve employee and business performance and maximize their impact on strategic effectiveness.

Number of participants

The number of participants is – in order to provide subscriber with an intense, high-quality and interactive education-program – limited to 30 person for each date.

Program Facility

Richard Wylie Conference & Center, Boston
<http://www.wyliecenter.com>

Dates

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Fee for this 10-day-Executive-Program:

CHF 11900.–/EUR 9915.– ZfU-Members
CHF 12900.–/EUR 10750.– Non-ZfU-Members
includes tuition, books and case materials, overnight (accommodations and meals) are not included.

Program-Director – further information

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My reply The Advanced-Management-Program – Boston/USA

Register by fax: +41 44 722 85 86
or call +41 44 722 85 85
Internet: www.zfu.ch/weiterbildung/seminare/bstt.htm

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Hotel reservation requested

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