

EXECUTIVE MANAGEMENT PROGRAMME (ExMP)

BY ESCP EUROPE

UPGRADE YOUR CAREER NOW IN BUCHAREST!

STARTS April 2019





LANGUAGE
English



FORMAT
In class



INTAKE
April to June



LENGTH
11` Days



EXPERIENCE
Min. 3 years

UNIQUE OPPORTUNITY

The Executive Global Management Programme (ExMP) by ESCP Europe targets talented and ambitious professionals and it is offered exclusively in Romania via CCIFER.

ACCELERATED LEARNING

With an investment of 4 days/month, ExMP is adapted to the dynamic schedule of the executives and it requires maximum 2 days off work per session (Thursday, Friday and Saturday).

BENEFITS

EMPIRICAL APPROACH

ExMP courses are based on interactive teaching and are followed immediately by a Masterclass, sessions led by experienced professionals that present a study case which could be used as best practice.

EXECUTIVE EXCELLENCE

ExMP aims to provide a "helicopter view" of the main managerial discipline and equip participants with a strategic understanding of the driving forces of the business environment.



ADMISSION

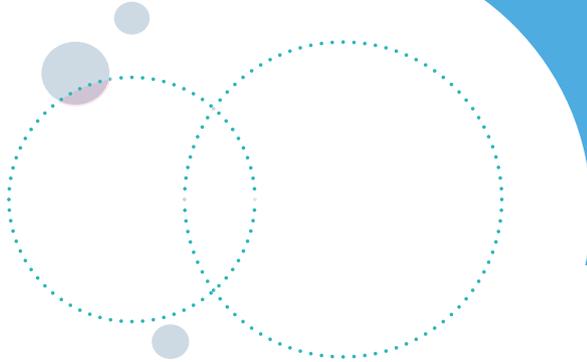
- Talented and ambitious executives, high-potential managers that are targeted for stepping up their career level
- University graduate
- A minimum of 3 years of professional experience, including managerial experience
- Good academic and career achievements
- International exposure
- Good command of English language

LOGISTICS

The courses are scheduled in maximum 2 days modules on Thursday, Friday and Saturday in order to reduce the days off work at a pace of 2 modules per month. The CENTRE DE FORMATION CCIFER will be the host of the programme in Bucharest at ETHOS House, Calea Floreasca 240B, 3rd Floor.

THE OUTCOME

The graduates will be rewarded with a Certificate of Executive Global Management Programme, recognized at international level by ESCP.



11 - 12 April STRATEGY

This module brings a contribution to the business understanding and creates awareness of the need for intensive strategic analysis. Strategy is relevant for entrepreneurs, managers and leaders and helps them to understand and make strategic decisions.

13 April INNOVATION

The course provides key frameworks and concepts about innovation strategy. More specifically, the following concepts are developed: innovation dilemmas, innovation diffusion, innovation posture and the relationship between innovation and entrepreneurship.

10 - 11 May Organizational BEHAVIOR

The purpose of this session is to increase your effectiveness and skill in observing, understanding and managing behavior in organizations. It is a course in applied behavioral science which will selectively survey ideas and frameworks from the social sciences.

24 - 25 May LEADERSHIP

The module aims to give participants insight about their own functioning in organizations and managerial situations, as well as concrete, non-theoretical, tools to deal with a range of problems and opportunities that arise in connection with the people management.

21 - 22 June MARKETING

The main objective of the session is to develop the competences and the necessary knowledge to a company manager who is exposed to marketing issues and decisions, outlining as well the marketing management differences, according to the sector and segments of customers that they are operating in.

28 - 29 June DIGITAL Transformation and Business Strategy

NEW MODULE

LEARN FROM THE BEST !



Thierry BOUDÈS

is a professor of strategy and project management at ESCP Europe. He graduated from ESSEC Business School with an M.Sc. in Management and earned his Doctorate from the Ecole Polytechnique. He attaches special importance to serious play in his teaching practices.



Isabelle de BOYSSON-BALTASSIS

is Affiliate Professor in the Department of Strategy, Organizational Behavior and Human Resources at ESCP Europe. Courses taught: Organizational Behavior, Organization and Management, Psychology and management, leadership, personal development, women in leadership, cross-cultural management.



Benoit HEILBRUNN

is professor in the Marketing Dpt. of ESCP Europe Paris campus. He also teaches at IFM and CELSA and worked as a consultant in communication and design management. He holds a Doctorate from University Paris Dauphine, a Masters in semiotics (EHESS) and a masters in Philosophy (University Paris-Sorbonne).



Marcus SCHLOBACH

is passionate about digitization and the digital transformation of the HR business. He has held various positions within Deutsche Telekom Group, supporting the company in the digital transformation.

PROFESSORS AND METHODOLOGY

The programme combines interactive teaching with exercises, debates, role plays and case studies and it creates a balance between the individual and group work activities.

With a unique concept in Romania, ExMP is bringing an **Extra Benefit** for the participants, adding to the schedule 6 Masterclasses. By inviting **remarkable CEOs from top companies in Romania** recognized for their work and results, attendees will benefit from their extensive knowledge and experience on the respective subjects, bringing to the participants ready access to their expertise and cutting-edge management thinking.

PROGRAMME FEE

The investment in this course is **4.950/euro (without VAT)** and will be paid directly to CCIFER. The fee covers the participation to the programme for all 6 modules, the courses materials, the coffee and the lunch breaks.

Register before 15 February 2019 to benefit from the early-bird fee.



Each theoretical module will be completed by a **MASTERCLASS** facilitated by a high level CEO from a top company in Romania!

Who should attend?

The design of ExMP has been customized for functional management, who have been identified as having high potential and whose next career step implies broader managerial responsibilities or a supervising role within their organization (cross-functional projects, business units, departments, branches, etc.), such as:

- Representative Directors
- HR Managers
- Marketing / Sales Managers
- Team Managers
- Project Managers
- Product Managers
- Commercial Managers
- Engineers, etc.

FACULTY

Teachers and experts, attentively selected by CCIFER from ESCP Europe, ranked 5th worldwide by Financial Times for its Master in Management in 2018.



EXMP: CREATING OUTSTANDING BUSINESS LEADERS!

The French Chamber of Commerce and Industry in Romania partners with ESCP to offer this unique programme, designed for outstanding working professionals in any industry, providing a route to transition into a top-level senior management career.

CENTRE DE FORMATION CCIFER

Following the tradition of French Chambers of Commerce in professional training, the CCIFER Training Centre is designed to facilitate the access of companies in Romania to high quality courses and experienced trainers with international background.

Our goal is to provide rigorously constructed, niche trainings that correspond to middle and top management profiles, and to answer the companies' most specific needs.

From negotiation, coaching and public speaking to technical subjects such as finance, project management and Incoterms, we offer two types of trainings that reach out to our middle and top management audience:

Open courses: interactive short-term sessions (1-2 days) built on a specific topic. The aim is to improve your skills by bringing together people from different companies.

In-house courses: tailor-made trainings developed for the employees of the same company. The aim is to help you explore a specific in-house context.

CENTRE DE FORMATION CCIFER

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