



# EXECUTIVE MANAGEMENT PROGRAMME (EXMP)

BY ESCP EUROPE

UPGRADE YOUR CAREER NOW IN BUCHAREST!

The 8th edition starts in April 2020

**7** years  
of ExMP



**80** days  
of training



**120**  
participants



**40**  
supporting  
companies



The World's  
1st Business School  
(est. 1819)



ExMP Bucarest ❤️  
6 general  
management modules



Available in Bucharest since 2013

[www.ccifer.ro](http://www.ccifer.ro)

## How



Location:  
**Bucharest**



Duration:  
**11 days**  
**(88 hours)**  
between  
April and July 2020



Content:  
**6 modules**  
Strategy  
Innovation  
Marketing  
Leadership &  
Organizational Behaviour  
Digital Transformation  
Procurement Strategies



Language:  
**English**



Intake experience:  
**min 3 years**

## Why

- ▶ **Become** proficient in the fundamentals of management and business
- ▶ **Interact** with high potentials like you with diverse functions from various sectors
- ▶ With **11 days/3 months investment**, ExMP is adapted to the dynamic schedule of the executives and it requires maximum 2 days off work per session (Thursday, Friday and/or Saturday)
- ▶ ExMP courses are based on **interactive teaching**, by professors coming from various campuses of ESCP Europe, with extensive business exposure

## PROFESSORS 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.

### STRATEGY INNOVATION

23 – 25 April 2020



#### Thierry BOUDES

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.

### DIGITAL TRANSFORMATION AND BUSINESS STRATEGY

15 – 16 May 2020



#### 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.

## Bonus

**3** masterclasses

with TOP business leaders,  
presenting inspiring business cases

Benefit from a

**120**

alumni community

in high management positions

## Who

**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

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.

With an unique concept in Romania, ExMP is bringing an Extra Benefit for the participants, adding to the schedule 3 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, offering access to their expertise and cutting-edge management thinking.

### ORGANISATIONAL BEHAVIOUR; LEADERSHIP

29 – 30 May 2020



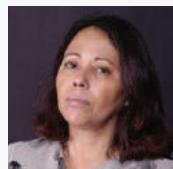
#### **Kerstin ALFES**

is a Professor of Organisation and Human Resource

Management at ESCP Europe, Campus Berlin. Prior to joining ESCP Europe, Kerstin was a Senior Lecturer at Kingston University London and an Assistant Professor at Tilburg University (The Netherlands).

### PROCUREMENT STRATEGIES

26 – 27 June 2020



#### **Irène FOGLIRIENI**

is Associated Director in a consulting group

specialized in Procurement and Supply Chain. Scientific Director of Purchasing training programs (ESCP EXECUTIVE EDUCATION) and President of Contracts Commission (AP-HP, 39 public hospitals in Paris area).

### MARKETING

3 – 4 July 2020



#### **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 (EHES) and a masters in Philosophy (University Paris-Sorbonne).

## Fees and Application

**€ 4 900**  
+ VAT

full participation fee

**10%** discount

for enrolling participants before 15th of February

Limited to  
**18 participants**

Contact  
maria.chiriloaia@ccifer.ro



# About ESCP Europe



established in  
**1819**

ESCP Europe is the oldest business school in the world

**6** urban campuses

in Berlin, London, Madrid, Paris, Turin and Warsaw

The school's

**55,000**

strong alumni network

includes influential members representing 200 nationalities. ESCP Europe trains international leaders to design the world of tomorrow

ESCP Europe is among the

**1%**

of business schools WORLDWIDE

to be **triple-accredited** and in **the top 10 FT rankings** for various programs

## About us

### 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

Ethos House, Calea Floreasca, 240B, 3<sup>rd</sup> floor, 014475, Bucharest | [maria.chiriloaia@ccifer.ro](mailto:maria.chiriloaia@ccifer.ro) | +40 (0)21 317 12 84 | [www.ccifer.ro](http://www.ccifer.ro)