

WITH INTENSIVE MODULES AT



BOSTON
COLLEGE

Cranfield
UNIVERSITY
School of Management



international management program[©].

Challenging competition in global markets

introduction.

In the face of rapidly changing global markets and growing competition, international business today requires broader perspectives, new skills, shifting competitive sets and technology-driven business models.

Contemporary management has to cope with new issues and growing challenges that will impact businesses and individuals around the world. The success of an enterprise is largely dependent upon the knowledge and skills of its decision-makers and their ability to conduct critical and systematic analyses of the situations confronting them.

This International Management Program[®] (IMP) has been developed in close co-operation with distinguished international academic in order to provide top-notch executive management training for decision-makers who deal with international competition.

benefits.

- help anticipate and assess critical management opportunities and issues
- identify trends and changes in industries and markets, both domestic and international
- show how to establish effective international networks, partnerships and alliances
- develop strategic thinking, planning and implementation capabilities
- provide knowledge for integrating and co-ordinating across functions to support overall strategy
- increase the effectiveness of interpersonal and organizational communication and behavior
- strengthen the leadership skills needed to motivate high-performance work teams
- enhance analytical and decision-making skills in key areas of management
- build an understanding of value and service as a process rather than as a series of functions
- provide perspectives for competing in a global marketplace without frontiers

The purpose of the International Management Program[®] (IMP) is to enhance the global perspective, strategic management skills and knowledge of high-achievement managers and executives. Designed for the experienced manager and structured around a small-class format, this program facilitates the transfer of knowledge and skills necessary to achieve the objectives mentioned above. On-site visits at high-level institutions complement classroom-instruction.

The International Management Program[®] (IMP) is taught by acknowledged international faculty in English throughout the whole course and schedules intensive seminar modules at renowned international partner universities abroad. There, MCI students attend joint MBA classes, benefit from the intercultural experience of an international student community and receive a separate certificate of the respective institution.

Graduates of this Executive Certificate program also receive credits for the MCI's General Management Executive MBA and Master of Science in Management & Leadership MSc, both of which have been awarded the Premium Seal by the Foundation for International Business Administration Accreditation (FIBAA).

TOPICS & CONTENTS	SEMINAR DAYS	TOPICS & CONTENTS	SEMINAR DAYS
GLOBAL MACROECONOMICS	3	BUSINESS MODEL INNOVATION	2
The determination of economic activity		Why business models?	
Modelling the economy		Taxonomy of business models	
Macroeconomic policies		Introduction to business models innovation	
Fiscal policy		Heuristics by which to develop detailed business models	
Monetary policy		Coar maps: a visual methodology for developing detailed business models	
Growth and supply-side policy			
Trade and exchange rate policy		INTERNATIONAL LEADERSHIP & DECISION-MAKING	5
Inflation and unemployment		Global competition	
Business cycles		Emerging markets	
		Strategic alliances	
GLOBAL STRATEGIC MANAGEMENT	2	Organizational behavior	
International business management		Entrepreneurship	
International strategy		Leadership exercises	
Strategy implementation			
Competitive challenge of globalization		INTERNATIONAL ACCOUNTING & RISK MANAGEMENT	2
Management concepts		Financial accounting	
Importance of core values		IAS / IFRS	
		Management accounting	
INTERNATIONAL FINANCE	3	Corporate governance	
International finance and global capital markets		Compliance	
Financial management		Risk and reward management	
Risk management			
Financial information		LEADING CHANGE	4
Financial issues and trends		Managing innovation	
		Linking innovation to strategy	
INTERNATIONAL MARKETING	2	Change management mindset, process design and tools	
What is international marketing?		Organization design, including innovation networks / industrial clusters	
Market entry and product selection		Organizational change	
Marketing analysis		Personal leadership	
Cost structures, shipping, tariffs, environmental analysis and forecasting			
International buyer behavior		CROSS CULTURAL MANAGEMENT	2
Segmentation, targeting, positioning		Intercultural perception and communication	
Product decision: adapt versus standardize		Negotiation	
Ads and promotions across countries		Team-building	
Pricing		Business ethics	
Channel selection, management, logistics			
Financial and competitive impact			
SEMINAR DAYS TOTAL (Not including Preparation Work, Assignments, Case Studies, Project Works, Master Thesis, Exams etc.)		25 DAYS / 33 ECTS	

participants.

Program participants are middle and upper level managers who want to broaden their horizons and strengthen their skills in the art and science of general management, decision-making and leadership in the global marketplace.

Participants will contribute a variety of experience, perspectives and ideas to the program and in doing so inspire stimulating, pertinent and frank discussions both in and outside of the classroom. Managers and executives learn best when they are actively involved in the learning process and can make analogies between that process and their own professional lives.

Participants are expected to have a sound command of English. They must provide proof of a minimum score of 92 points on a TOEFL (Test of English as a Foreign Language), a minimum score of 6.5 on an IELTS (Academic) or equivalent (cf. European Reference Framework for Languages: Proficient User). Scores are valid for three years from the date of the test.

tuition.

- The total participation fee amounts to € 9,980 and is payable in installments. This fee covers all lectures, extensive materials and documentations relating to the lectures, drinks provided during breaks, students' union fee and membership in the graduates' club MCI Alumni & Friends.
- Three participants of the same institution may benefit from a price reduction of 10% for the third participant.
- Applications may be cancelled subject to section III of the General Terms and Conditions of the MCI.

course assessment.

MCI executive certificate courses involve practical work in the form of projects to ensure continuous transfer of the contents of the seminar modules to the students' own professional environment, and feedback to the course modules from the students' work experience and problems encountered.

Furthermore, they involve written exams with specific questions on the contents of each seminar module and culminate in a final paper which ideally addresses a question or problem from the student's own company or working environment and generates specific guidance or a plan of action for the student on completion of the course.

The final examination will be in front of a commission composed by the academic board. The criteria of approval is the positive assessment of all projects and the final paper.

faculty.

Lecturers for this executive education program are carefully selected from the faculty of the MCI, the University of Innsbruck, and other distinguished academic institutions, which offer excellent academic credentials coupled with years of international experience.

Faculty members are widely recognized for their ability to work with managerial and professional groups. Each has consulting experience in his or her area of expertise. Featured speakers, well-known in both industry and academic circles, will provide the highlights of extra evening sessions.

faculty (excerpt).

Prof. Sayan Chatterjee, PhD, BS
Professor of Management Policy, Weatherhead School of Management - Case Western Reserve University, Cleveland / USA

Univ.-Prof. DDr. Jürgen Huber
Head of the Department of Banking & Finance, University of Innsbruck / Tyrol

Prof. Dr. Todd A. Mooradian, MBA, BA
Associate Dean for Faculty & Academic Affairs and William J. Fields Professor of Business, The College of William & Mary - School of Business, Williamsburg / USA

Prof. Joseph G. Nellis, BSc (Econ) MA PhD ILTM AcSS
Professor of International Management Economics, Director of Policy Strategy & Performance Community, Cranfield University - School of Management, Bedford / GB

Mag. Thomas Pichler
Auditor & tax consultant Stauder Schuchter Kempf WP- und STB-GmbH & Co KG; MCI Lecturer Study Program Business & Management, Innsbruck / Tyrol

Prof. Dr. Patrick Spieth
Department Manager Innovation and Technology Management, Universität Kassel / Germany

Dr. Mohan Subramaniam, DBA, MBA, MS
Associate Professor at the Department of Management & Organization, Carroll School of Management at Boston College, Boston / USA

academic board.



Univ.-Prof. Dr. Kurt Matzler



Prof. Joseph G. Nellis, BSc (Econ)
MA PhD ILTM AcSS

intensive modules.*



BOSTON COLLEGE

CARROLL SCHOOL OF MANAGEMENT AT BOSTON COLLEGE

www.bc.edu/schools/csom

The Carroll School of Management at Boston College is part of a private elite university founded in 1883 and is enrolled by 10,000 students. The traditional and venerable buildings and cultivated greens provide the ideal setting for research and study activities. The Carroll School of Management MBA Program continues to climb the international rankings. The Carroll School of Management is accredited by the American Assembly of Collegiate Schools of Business (AACSB). The school is also a member of the Graduate Management Admission Council (GMAC) and the New England Association of Graduate Admission Professionals.

ACCREDITED



No 80	Global MBA Ranking	The Financial Times 2017
No 31	National University Rankings	U.S. News College Compass 2017
No 3	U.S. Undergraduate Business Programs	Bloomberg Businessweek 2016
No 22	America's Top Colleges	Forbes 2016



SCHOOL OF MANAGEMENT AT CRANFIELD UNIVERSITY

www.cranfield.ac.uk/som

Cranfield School of Management, located about 75 km north-west of London in the UK, is one of the world's leading university management schools. It is part of Cranfield University, renowned for its high quality postgraduate teaching and research and its strong links to industry and business. Cranfield is one of the few institutions in the world offering an MBA program being accredited by the Association of Masters of Business Administration (AMBA), the International Association to Advance Collegiate Schools of Business (AACSB) and by the European Quality Improvement System (EQUIS).

ACCREDITED



No 53	Global MBA Ranking	The Financial Times 2017
No 30	European Business School Ranking	The Financial Times 2016
No 1	Category Economics - Top 10 MBA in selected categories	The Financial Times 2017
No 6	Best International MBAs	Forbes 2015



SCHOOL OF MANAGEMENT AT MIP POLITECNICO DI MILANO

www.mip.polimi.it

MIP Politecnico di Milano has been recognised as a prestigious business school for over 30 years, attracting graduates interested in a managerial career in business or in public administration, together with companies wishing to enhance their organisation and strategies. MIP is a consortium between the Politecnico di Milano - the majority shareholder - and seventeen private players, mostly large multinational corporations. For this reason, MIP is able to integrate distinctive academic know-how with practical professional experience derived from the world of business and consultancy.

ACCREDITED



No 42	European Business Schools Ranking	The Financial Times 2016
No 50	Executive MBA	The Financial Times 2016
No 69	Masters in Management	The Financial Times 2016
No 183	QS World University Rankings®	QS Quacquarelli Symonds 2016/2017

*Current list of partner universities (May 2017). Subject to change.



voices.

Besonders der Austausch mit den hochkarätigen Studenten an den Partner-Business-Schools macht das International Management Program[®] aus. Diskussionen über unterschiedliche Führungsverständnisse, kulturelle Divergenzen und generelle wirtschaftliche Entwicklungen in den verschiedensten Branchen weltweit eröffnen neue Sichtweisen, die einem helfen, seinen eigenen Führungsstil weiterzuentwickeln.

Ing. Notburga Fiechtl, MBA, D. Swarovski KG, Head of Planning & Process Management Crystal Living, Wattens / Austria

Der Lehrgang International Management (IMP) bietet den Studierenden neben einem globalen Einblick in die Zusammenhänge der Wirtschaft auch umfangreiche Chancen, andere Kulturen und Wirtschaftssysteme kennenzulernen. So werden neben den theoretischen Grundlagen die weltwirtschaftlichen Zusammenhänge und die regionalen Unterschiede durch den internationalen Austausch auf äußerst hohem Niveau den Studenten vermittelt.

Ing. Jürgen Kortenkamp, MBA, MAGNA ATD, General Manager, Dürbheim / Deutschland

Management Center Innsbruck is one of the most respected, entrepreneurial, and responsive providers of management education in the world. Its offerings are unparalleled in their excellence and in meeting the constantly evolving needs of business leaders. At MCI, one thing is clear: excellence and innovation are paramount and are never compromised.

Prof. Dr. Todd A. Mooradian, MBA, BA, The College of William & Mary - Mason School of Business, Williamsburg / USA

MCI offers students a unique opportunity to develop world class management skills, working in partnership with an impressive team of international academics and institutions from many countries. It is always a pleasure to teach there and to be challenged by such enthusiastic students! MCI is a special place!

Prof. Joseph G. Nellis, BSc (Econ) MA PhD ILTM AcSS, Cranfield University - School of Management, Professor of International Management Economics, Director of Policy Strategy & Performance Community, Bedford / GB

Das International Management Program[®] war für mich das Herzstück des MBA-Programms am MCI Management Center Innsbruck. Ausgezeichnete Vortragende aus aller Welt verstanden es, die komplexen Vorgänge am Weltmarkt zu vereinfachen und verständlich zu machen. Die tollen Auslandsaufenthalte rundeten zudem das gesamte Programm perfekt ab.

Assoz.-Prof. Priv.-Doz. Dr. med. univ. Karl-Heinz Stadlbauer, Medizinische Universität Innsbruck, stellv. Bereichsleiter / Planungsmanager Ausbildung, Innsbruck / Tirol