

EXECUTIVE CERTIFICATE IN INTERNATIONAL MANAGEMENT AND STRATEGY 19TH EDITION

Program Overview

The **Executive Certificate in International Management and Strategy** provides a broad general management education from a strategic perspective with the intent to prepare participants for leadership roles in their companies. The program focuses on providing the practical business tools and personal characteristics required to advance to higher levels of responsibility within companies - or to create and build your own business.

University of Iowa Tippie School of Business partnership:

CIMBA provides participants who successfully complete the Executive Certificate in International Management and Strategy with a **Certificate in partnership with the Tippie School of Business**, the Business school of the University of Iowa.

Participants

- Entrepreneurs and Managers
- No undergraduate degree is required for admission to the Executive Certificate
- Participants are required to have a good working knowledge of the English language

In selecting participants for admission to the program, CIMBA considers a variety of factors including motivation, personal maturity, integrity, leadership characteristics, entrepreneurship, inclination towards personal and professional risk taking, and the ability to relate to others, and a strong spirit of adventure. In evaluating candidates for many of these characteristics, CIMBA relies on evaluative personal interviews.

Program Structure

The Program encompasses eight weekends, one per month from **November 2020 to June 2021**, and finishes with a **one-week intensive** course in **July** at the University of Iowa, Iowa City, USA.

Courses

- Low ropes training: 8 Hours
- Problem Solving and Decision Making (PSDM): 16 Hours
- Strategy: 16 Hours
- Finance Management and Managerial Accounting: 16 hours
- Negotiation Strategy: 16 hours
- Operation Management and Supply Chain: 16 hours
- Human Resources: 16 hours
- New venture and Creation and Business Planning: 16 hours
- International Marketing: 16 hours
- Strategic Management: 35 hours

The program begins with some Business tutorials. This first phase impresses upon participants rational managerial processes that emphasize the importance of organizing, analyzing, and logically acting upon information in managerial decision-making and problem solving.

Participants are then required to take seven functional skills core courses to reflect the general needs of managers. Those seven courses focus on fundamental skills development in management, strategy, and leadership through instruction in such functional areas as **Finance, Accounting, Economics, Negotiation, Marketing, Human Resources, Production, and Business Planning**. To complete the program and receive the Executive Certificate, participants attend a one-week course of **Strategic Management** in the U.S. The Program allows participants to learn firsthand about the global economy, world trade and international business management by meeting with business and government leaders.

Internationally Experienced Faculty

The CIMBA Professors are outstanding business education professionals, with demonstrated experience and excellence in teaching, professional development, consulting, and business research. Faculty members present course materials and cases that draw on the experiences of firms in key industries and global markets. The faculty will use a variety of teaching methods including lectures, cases, role-playing, and simulations. In contrast to more traditional university learning environments, the CIMBA faculty members will use the classroom as an action workshop in which new ideas can be considered and tested on the participant group who typically come from the Northeast, but from a diverse range of firms, industries, and experiences. It is the CIMBA philosophy that in the right learning environment Participants will learn as much from one another as from the instructors. Working cooperatively in teams on assignments and special projects reinforces this type of learning.

Method of Instruction

CIMBA programs seek to provide instructional methods that best encourage the open and free communication of ideas and information between Professors and Participants. Both qualitative and quantitative tools of analysis are used to provide Participants with the practical background necessary to diagnose business problems under varying circumstances and conditions. A strong emphasis on practical tools and applications requires the use of a combination of individual, group, and classroom instructional methods. In classes where business cases are considered the most productive instructional tool, Participants prepare case solutions either individually or from within work groups. The Professor then focuses on directing the class discussions and analysis of those cases. In other classes, lectures, research projects, role-playing, or discussion groups are the instructional techniques used to stimulate Participants into thinking critically and analytically about the managerial challenges confronting them.

Schedule Overview

Phase I: Business Tutorials

Weekend 1 (Friday, Saturday, Sunday)

- Low ropes training
- KT - PSDM (Problem Solving and Decision Making) training

Weekend 2 (Friday and Saturday)

- Strategy

Phase II: Implementing Strategic Initiatives and Content Knowledge

Weekend 3 (Friday and Saturday)

- Finance Management and Managerial Accounting

Weekend 4 (Friday and Saturday)

- Negotiation Strategies

Weekend 5 (Friday and Saturday)

- Operations Management and Supply Chain

Weekend 6 (Friday and Saturday)

- Human Resources

Weekend 7 (Friday and Saturday)

- New Venture Creation and Business Planning

Weekend 8 (Friday and Saturday)

- International Marketing

Phase III: Calibrating Strategic Implementation

One week at the University of Iowa, USA (Monday to Saturday)

- Strategic Management

Electives: Optional Courses

- LIFE - Leadership Development Training (Friday, Saturday and Sunday)
- Effective Presentation Skills (Saturday)

Course Description

Low ropes experience

8 hours

It is a highly experiential course – not classroom sessions – which simulate challenges faced by decision makers, problem solvers, and teams. The situation challenges participants to expand their natural abilities and develop their leadership and communication skills. Throughout the experience team and individual learning is developed from exercise to exercise to become part of the teams' accumulated learning process.

Strategy and PSDM (Problem Solving and Decision Making)

32 hours

Those two phases impress upon participants rational managerial processes that emphasize the importance of organizing, analyzing, and logically acting upon information in order to maximize the expertise and use data effectively.

Those two phases provide participants with fundamental, critical thinking skills to enhance managerial performance. The participant learns a systematic approach to respond to deviations; taking the most effective and efficient corrective and preventive actions and learn to control risk and recognize opportunities for ongoing improvement.

Finance Management and Managerial Accounting

16 hours

This class focuses on preparing Participants to use accounting data to make managerial decisions. The course emphasizes the use of accounting information for internal planning and control purposes. Emphasis is placed on the use of control systems to guide and influence the behavior of decision-makers within the company who will make business decisions and evaluate the performance of business units using data obtained from the accounting system. The course will analyze the major financial accounts and help Participants learn to troubleshoot and spot trends. The course will help familiarize participants with the most common financial reports: Balance Sheet, Income Statements, and Cash Flows.

Negotiation Strategies

16 hours

In a world of flat, lean organizations and new forms of global partnerships, effective negotiation strategies and skills are essential for individual success. In these two days Participants will actively examine negotiations with external parties and negotiations within organizations. Primary emphasis is on negotiation strategies that enable individuals to create value in a manner that enhances long-term relationships.

The program will also address cultural differences affecting negotiating styles. The purposes of this course is to understand negotiation and dispute-resolution processes; to develop confidence in using negotiation to create value and resolve disputes; to gain insight into your own negotiation and dispute-resolution style.

Operations Management and Supply Chain

16 hours

Operations Management considers the operations function of the firm from a strategic point of view. The course is concerned with designing and implementing strategies for structure and coordination, both cross-functionally and across a value chain. These strategies include forecasting and coordinating material flows, restructuring supply chains, managing supplier relations, and designing new products. The underlying theme of the course is integration, especially in how operations managers can lead in achieving cross-functional and cross-business integration considered of increasing importance for business success.

Human Resources

16 hours

The course is intended to familiarize Participants with human behavioral models as they apply to managing individual and group behavior in complex business organizations. In showing Participants how to make well-reasoned decisions on human resource management issues, the course considers such topics as leadership, employee selection, motivation, conflict resolution, communication, job design, and evaluation.

International Marketing

16 hours

International Marketing focuses on the strategic considerations that drive and integrate the decisions made for each element of the marketing mix. Principal topics include industry analyses, competitive appraisals, evaluations of the firm's own abilities to compete, and identification of the marketing factors that contribute to the success of a strategy. The course is intended to prepare Participants to recognize market opportunities and to develop marketing plans as managerial decision-makers.

New Venture Creation and Business Planning

16 hours

This course aims to give you the chance to acquire the basic skills required to prepare a basic business plan in the form of an expansion proposal. The focus will be on a team project involving a case example. The learning objectives include: learning how to prepare a presentation to secure funding for a project; develop an understanding of the components of such a presentation; understand the distinction between the needs of an internal management team versus an external funding source; apply these techniques to a specific situation.

Strategic Management

35 hours

The strategic management is the capstone course held at University of Iowa. It is an essential component of the Program and has been designed to foster Participant global management skills and vision. The course requires Participants to bring together all aspects of the CIMBA Executive experience in developing specific business strategies. Participants are required to demonstrate proficiency in analyzing a variety of business problems and in developing solutions. The course is taught by case studies, plant tours, executive lectures, and other teaching techniques in making the course the capstone of the Program.

Investment required

The cost for the program is EUR 5.500 + VAT 22% and it includes:

- Program application fee
- Tuition in Italy and USA
- Textbooks and class materials.

The cost can be divided into three installments during the year.

**For more information, please contact the CIMBA Executive office:
basso@cimba.it | +39.0423.932120**