

Global Senior Management Program



CHICAGO BOOTH 
The University of Chicago Booth School of Business

ie
BUSINESS SCHOOL
Executive Education

A TRANSFORMATIVE EXPERIENCE

The gate to global Business is through two of Europe and America's leading business schools

Navigating the challenges of globalization requires someone with a strategic vision, highly refined leadership skills and crossover management abilities. Hone these skills through the exchange of ideas, experiences and knowledge with renowned business leaders, scholars and professionals in a highly interactive context with the **Global Senior Management Program (GSMP)**.



FORMAT

Full-time, in-class sessions



DURATION

2 weeks



PROGRAM LANGUAGE

English



INTAKE

May 2019



PARTICIPANT PROFILE

Designed for those who hold positions such as CEO, president or vice president, managing director or board member



FEE

19,500€

1ST MODULE

CHICAGO

May 5th - 10th, 2019

2ND MODULE

MADRID

September 15th-20th, 2019

Learning Partners Methodology

Deepen and enrich the knowledge you gain through interaction and debate using the following methodology created by IE Business School:

STEP 1

INDIVIDUAL REFLECTION (After each session)

Each student writes 2-3 takeaways from class in their Learning Journal detailing specific ways in which they will apply these concepts the very next day in their own company.



STEP 2

TRIAD DISCUSSION (Before each session)

A time to share those takeaways, facilitate debate, revise content and deepen understanding through dialogue with peers in groups of 3.



STEP 3

PRESENTATION

Each triad shares their most impactful lessons from class with the rest of the group.

Global Senior Management Program

The Learning Journal serves as a personalized road map where each student compiles the most relevant concepts learned from both professors and classmates that can be later implemented in their own businesses and organizations.

Chicago Booth Module:

- Strategy and Organization
- Competitive Advantage of Social Capital
- Implementing a Global Marketing Strategy
- Building a High Performance Environment
- Mergers and Acquisitions Strategy
- Designing a Good Life

IE Business School Module:

- Implementing an Internationalization Strategy
- The 21st Century Leadership Challenge
- Going Global: The Context of the 21st Century Economy
- Managing Stakeholders and Corporate Reputation
- Design Thinking
- Power Nodes
- Leading Your Most Talented Employees

Faculty Highlights from the GSMP:

GREGORY D. BUNCH

Gregory D. Bunch draws on a wealth of experience as an entrepreneur, manager, consultant, alderman, and teacher. His class, M&A Strategy, will cover “Buy & Hold”, a comprehensive strategy review with key frameworks, models, and methods, growth strategy, corporate vs. business unit strategy, and M&A patterns that work and don’t work. Goals, strategy, management, frameworks for strategic thinking, and how to select a company to buy are featured.



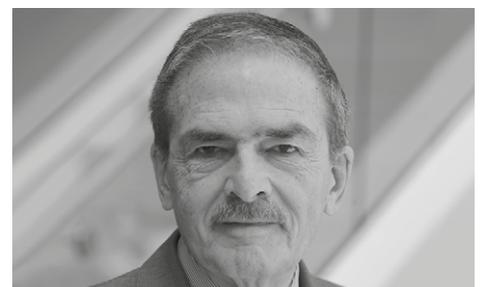
MIA DE KUIJPER

Mia de Kuijper is an accomplished executive with experience in such companies as Morgan Stanley, PepsiCo, AT&T and Royal Dutch Shell. She teaches Scenario Planning—focused on the development of scenarios for one’s company in order to change mindsets, evolve leadership styles and achieve substantive change, as well as Power Nodes— which studies the modern sources of competitive advantages of one’s own company as well as of competing organizations.



MARVIN ZONIS

Marvin Zonis is an American political economist and accomplished writer who teaches the class Going Global: The context of 21st century economy. In this session, Professor Zonis teaches rules for successful global business and investing, geo-politics, economics, the crisis of globalization, and how to succeed in an unstable world.



Contact Information:

MARTA GIBERT

Associate Director of Admissions,
Top Management Programs
Marta.Gibert@ie.edu
Tel: +34 915 68 97 83

JANNA WETTER CORASPE

Associate Director of Admissions,
Top Management Programs
Janna.Wetter@ie.edu
Tel: +34 91 568 97 83

BIANCA WILLIAMS

Associate Director, Executive Education
Chicago Booth
bianca.williams@ChicagoBooth.edu
Tel: +1 312 423 8041