

INSEAD

The Business School
for the World®

General Management
Programmes 2015 – 2016

Comparison grid

Executive Education



Expand your horizon. Make an impact.



Advanced Management Programme

Transition to General Management

Participant profile

- Senior executives such as CEOs, CFOs, COOs and heads of product divisions, geographical regions and other major business units
- An average of twelve years' management experience, with at least five years in a general management position with significant P&L and cross-functional responsibilities

- Senior functional or technical managers about to make the transition to general management or recently appointed general managers
- At least eight years' management experience with an outstanding track record in one or more functional areas of business

Programme content

- Structured reflection by participants on how they exercise judgement
- Coaching and feedback to go beyond the science of management to the craft of being a senior leader
- Focus on the objective functions of senior leaders as defined by diverse stakeholders, and the constraints and opportunities offered by the external environment
- Organisational levers that leaders use to achieve goals and how they become more effective in achieving these goals through a deeper understanding of themselves

- An in-depth examination of the foundations of business: marketing, organisational behaviour, finance and management accounting, strategy, operations management, and the global economy
- All aspects of leadership: communication, negotiations and decision-making, cross-cultural management, Fair Process, team building, self-awareness, and leadership style
- Rigorous frameworks and tools to apply back at work

Key benefits

- Gain insights that challenge your assumptions
- Develop greater confidence – by testing your assumptions and making them more robust
- Actionable knowledge – harnessing the knowledge you already have into workable action plans
- Continue the process of reflection and deepen the ongoing learning with optional follow-up coaching

- Gain a grounding in all the key business disciplines and integrate them into a complete view of business – essential for effective general management decision-making
- Experience our unique Leadership Development Process, which includes powerful 360° feedback and coaching
- Understand how to “manage for value”, using INSEAD’s own “Blue Line Management” concept
- Achieve new perspectives in a truly international class and different locations

Length

- 4 weeks

- 2x2 weeks modular

Location

- Fontainebleau
- Singapore

- Fontainebleau + Fontainebleau
- Fontainebleau + Singapore
- Fontainebleau + San Francisco

Management Acceleration Programme

Asian International Executive Programme

Participant profile

Programme content

Key benefits

Length

Location

- Functional experts whose success depends on understanding the business as a whole and working effectively across functions and cultures
- Individual contributors and professionals who aspire to gain, or have recently gained, management responsibilities
- Typically graduates with five to twelve years' work experience and a strong track record in their own functional area

- Executives with at least eight years' management experience, or newly appointed general managers
- Typically participants already work in Asia (or are preparing to) or have responsibilities that are specific to the region

- Sharpening your strategic insight: principles and tools to think strategically about every decision and action you take to boost your competitiveness and innovate
- Broadening your business expertise: perspectives from every business function to give you the ability to recognise, create, measure and capture value
- Strengthening your leadership foundations: frameworks, reflection and practice to enhance your presence, increase your ability to lead in and across teams, and plan your future growth

- Understanding of the principles and context for general management and value creation through thorough investigation of: strategy; finance and management accounting; crisis and consumption
- The fundamentals of efficient management in a changing world, including judgement and decision-making, and marketing, set within an Asian context
- Practical advice on how to turn global strategy into Asian solutions

- Become a more competent and confident manager with new insights, knowledge and skills
- Learn how to stay focused on creating value and grounded in a long-term purpose
- Increase the ability to manage yourself and others in conditions of uncertainty and pressure
- Enhance your capacity to lead, with or without formal authority, in diverse settings
- Maximise your ongoing learning with optional follow-up coaching

- Greater insight into business fundamentals and confidence to lead across functions and geographical borders
- Acquire a new approach to strategy, processes and up-to-date business models in an Asian context
- Understand which business principles and practices are more or less universal and which need to be tailored to the Asian region
- Ongoing up-to-date information on issues faced in Asia through invitations to panel discussions after completing the programme

— 3 weeks

— 2 weeks

- Fontainebleau
- Singapore

- Singapore

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