

International Program for Management Development PMD®

MADRID • WASHINGTON • BARCELONA



One of the key challenges of the current economic climate is facing the complexities of an uncertain future. It is important to remember that while there are many challenges, the future also offers limitless possibilities.

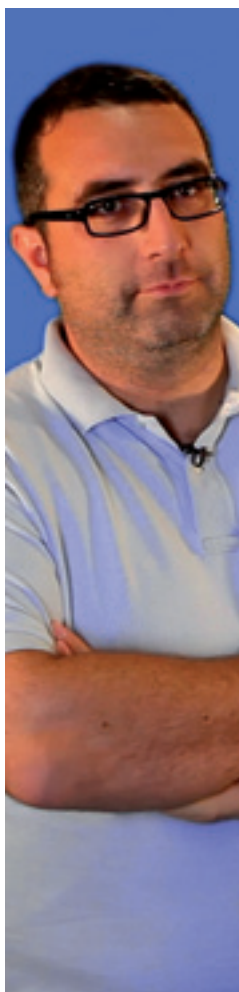
The International PMD®, Program for Management Development, is a senior management program aimed at accelerating the careers of an organization's executives, strengthening management skills and strategic behaviors, and enabling them to become tomorrow's leadership.



Knowledge

“My job is linked to a lot of different strategic areas, so I will apply all of the knowledge I’ve learnt here – from corporate strategy to the marketing mix. I really wanted this kind of transversal and trans-functional education, and the program’s international focus was very important to me. I was looking for something that was cross-functional with a general management perspective. Also, having the opportunity to interact with colleagues from the banking sector and other industries was very inspiring. Each of us came from different backgrounds, different business environments. It improved my knowledge of business in general. I also loved the professors’ and invited executives’ mix of nationalities and experience. They are people with extensive experience and strong professional backgrounds. In terms of methodology, I loved the case studies. They were just brilliant. For me, this is one of the best business schools in the world. ESADE’s values and reputation are great.”

Emma Giner
International HR Coordinator
Grupo Massimo Dutti SA



Strategic

“All the new knowledge and techniques I learned during the International PMD® represent a new approach to my current position, making some of my decisions more strategic and less operative. I was looking for an internationally-oriented module or course which explored many different management functions and disciplines. It was exactly what I was looking for. The international module at Georgetown made the program even more attractive. It’s been great working with people from different parts of the world and different functions. It was very enriching. The intensive format helped us to concentrate more on every case study and be less academic. It was exactly what I was looking for and what I expected.”

Marc Tierz
Marketing Manager
Vileda Iberica SASC

Welcome from the Program Director

The early stages of every **career** are focused on gaining technical expertise in a particular functional area. The capacity to acquire further knowledge and the ability to **generate value** are built upon that expertise. Henceforth, the challenges are exciting and, although structured within a team-based environment, distinctively individual.

Management career development requires new and demanding frameworks and rules.

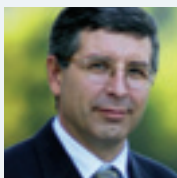
Decisions entail great responsibilities and demand a **global view of their organizational impact**. Functional knowledge is not enough – the ability to successfully delegate is critical. Command is a hollow concept if it is not accompanied by the **ability to influence. To successfully train, develop and grow employees** becomes a routine, yet critical, activity.

The International Program for Management Development - PMD® has a simple but ambitious purpose: to provide effective support for individuals and organizations in the management development process. The benefit is twofold: the personal investment gives executives an opportunity to share their experiences with their peers, while providing them with the chance to form a **personal development strategy** that will serve them throughout their careers.

We understand the fast pace at which organizations evolve. Our continuous innovation allows us to adapt to executives' current needs, and to also anticipate their future needs.

The International PMD® is a rigorous advanced program based on diverse and innovative methodologies. It provides a balance between knowledge and personal skills development as well as between the needs of the organization and those of the individual executive.

It will be our pleasure to walk you through this exciting learning process.



Carles Roig
Program Director

Objectives

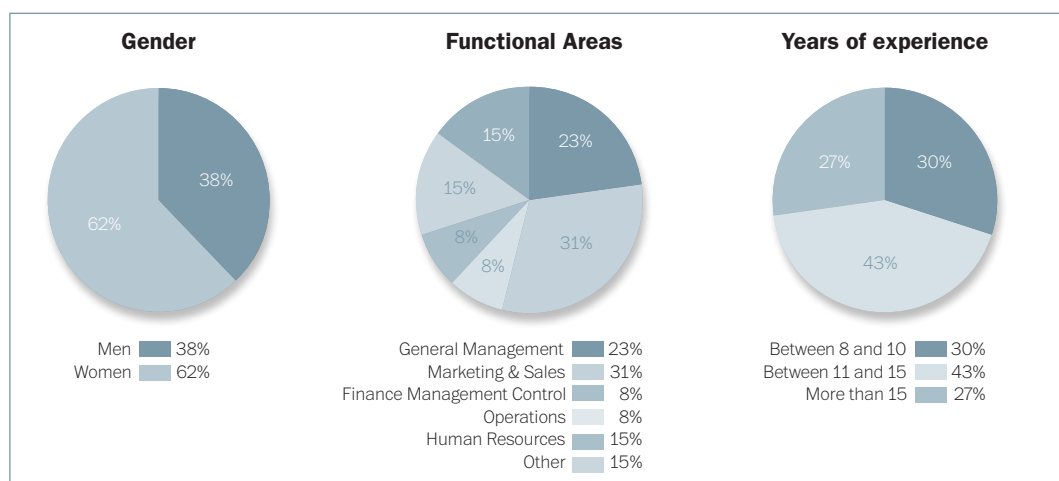
The Program gives participants a global corporate view of the skills required to lead teams and make effective decisions.

- Understanding organizations' needs in a competitive environment.
- Incorporating strategic vision and global perspective within management.
- Understanding key business functions and how they are interrelated.
- Developing the executive skills required to face new professional challenges with greater security and confidence.

Participants

ESADE's International PMD® is designed for **professionals who have executive responsibilities** in various functional areas within an organization, executives who occupy management positions in multinational companies and entrepreneurs or business owners with the potential for growth.

Participants come from a wide variety of industries and organizations, usually with at least eight years of professional experience. This creates a diverse and cooperative learning environment.



Some of the Companies that have participated in this Program are:

ACCENTURE	CESCE	GRUPO COMSA	NIMBUS SYSTEMS	SMART PLANET
ALDEASA	COLT TELECOM ESPAÑA	GRUPO EULEN	NOVARTIS FARMACEUTICA	STAEDTLER ESPAÑOLA
ALUSYSTEM	LOGISTA	GRUPO MASSIMO DUTTI	NUTREXPA	SYNGENTA SEEDS
AMBILAMP	COMUNIDAD DE MADRID	GRUPO UNIPASA	PRICEWATERHOUSECOOPERS	TAYLOR NELSON SOFRES
ANTONIO PUIG	CREDIT ANDORRA	HACHETTE FILIPACCHI	PROINTEC	TELEFONICA
ARAG COMPAÑIA DE SEGUROS Y REASEGUROS	CREDIT-SUISSE	HYDRO ALUMINIO LA ROCA	RENAULT	TECNI-PLASPER
AUSA CENTER	DELOITTE	INDO	RENFÉ	TEMPER
BANCO SANTANDER	DENTAID	INDRA	REPSOL YPF	VILED A IBERICA
B.BRAUN SURGICAL	D-LINK IBERIA	INSA	ROCA	VOLKSWAGEN - AUDI ESPAÑA
BANESTO BOLSA	ELECTRONIC DATA SYSTEMS	JAZZTEL	SAFIC ALCAN ESPAÑA	WINTERTHUR IBERICA
BANKINTER	ELIOP	LABORATORIOS DR.ESTEVE	SANOFI-AVENTIS	XEROX
CABLEUROPA	EPTA Ibérica	MARINA BARCELONA 92	SENER, INGENIERIA Y SISTEMAS	ZANINI AUTO GRUP
CARGILL ESPAÑA	EUROPCAR	MEDIA PLANNING GROUP	SERONO ESPAÑA	
	GRACO	MUTUAL CYCLOPS		

Program Takeaways

The program's various methods address key skills and issues related to personnel management.

Knowledge and Advanced Management

The program provides participants with in-depth practical knowledge about business management criteria and work methods.

This results into substantive improvement in analytical and decision-making skills, greater process-management efficiency, and the alignment of activities and resources with the strategic needs of the organization. The ultimate goal of the program is to make transformation happen in a context of ongoing execution.

*-Prepare yourself
for the competitive
international
market-*

Executive skills

The program is an ideal space for participants to analyze and reflect on their executive skills and leadership abilities.

Our specific methodology –which involves workshops, role-playing activities, teamwork, etc.– helps participants to define their own strategy for personal and competence development.

Networking

The program enables participants to widen their network of professional contacts, and to compare their experiences with other participants, business leaders and professors, to the benefit of both sides.

LEAD Program

One key component of this course is the LEAD Program, developed by Daniel Goleman and Richard Boyatzis and exclusively adapted in Europe by ESADE.

LEAD consists of a series of practical sessions and personal exercises carried out via an online platform, combined with individual executive coaching sessions. Based on their ideal leadership profile, participants develop a real-world personal development strategy that supports their growth and development as executives. This strategy has a direct impact on the participants' development as executives.

Managing Director's Forum

The program features lectures on current-affairs topics by important business leaders. Following the talks, in which they draw on their own extensive experience, the speakers engage in a debate with the participants.

These sessions allow participants to share their concerns as executives with major figures in the community.

Learning Model

In more than fifty years of Management Training, ESADE has always remained true to its belief in the benefits of using a variety of methodologies, and the need for constant innovation in both methods and content.

ESADE's International Program for Management Development - PMD® includes innovative methodologies in its programs, emphasizing diversity with the objective of achieving a complete learning experience. Participants acquire both emotional and cognitive skills, rapidly demonstrating performance-related results when they return to their organization.

Dynamic Learning

- Presentation and in-depth conceptual explanation of the subjects by program faculty.
- Analysis of examples and real situations, with practical application.
- Application of concepts through case studies and team work.
- In-depth look at the design and implementation of strategy as well as the development of a more competitive approach through several simple computer models.



Strategic Simulator

The simulator provides an interactive experience with business management, particularly in the areas of strategic management and business policy.

Participants will 'manage' a series of companies for the equivalent of three years and make decisions in all major functional areas.

The simulation gives participants the chance to recognize their own skills and enjoy a dynamic experience that combines day-to-day reality with the integrated vision of strategic management.

Participants' website

ESADE Business School offers participants this website as an additional tool that can be used during the program. Throughout the site, participants can download course material, receive and send mail to other participants and program faculty, and access multiple information sources to better use and develop the program. It is essential to use the site continuously to achieve a dynamic interaction among participants, faculty and the institution.

Interaction

The key element of this learning model is undoubtedly the participants themselves. By exchanging experiences, they enrich the knowledge acquired both in and outside of the classroom. Participant selection, group discussions and working lunches are designed to promote dynamic exchange and knowledge sharing among peers from different functional areas and business sectors. Participants establish relationships with other managers and executives with similar problems and, in doing so, create a network of contacts that lasts well beyond the classroom.

International Program for Management Development - PMD®





PRE-PROGRAM

The International PMD® offers an Introduction to Finance online course before the start of the face-to-face program. The online course allows you to practice and self evaluate your progress through exercises and practical examples. At the end of the online course you will be able to have an introductory level of finance.

WEEK 1

Understanding the Complex Environment & Cross Functional Business Approach (MADRID)

- Global Business Environment
- International Business Management
- Corporate Strategy
- Strategic Marketing
- Corporate Finance
- LEAD Program
- Managing Director's Forum

WEEK 2

Innovative Management & Leadership (WASHINGTON)

- Business, Government & the Global Economy
- Managing Global Talent
- Fostering Entrepreneurship
- Global Operations
- Visit to Inter-American Development Bank (IDB)
- Visit to World Bank
- Managing Director's Forum

WEEK 3

Implementing Strategy & Leading Change (BARCELONA)

- Business Performance Management
- Change Management
- Branding and Communication
- Managing Innovation
- Business Simulation
- LEAD Program
- Managing Director's Forum
- **Graduation**

Faculty



Program Director

Carles Roig

Lecturer in the Department of Operations and Innovation. Director of the Master in Operations and Services at ESADE.

He has held various executive positions in large corporations in Scandinavia, France and Latin America. Since 2000, he has been combining academia with consulting and has participated in more than 50 projects within various industries.

He has been Lecturer at various congresses and has published various articles on Operations and SCM.

He holds a Master in Management and International Business (MIM), ESADE and a Degree in Economical Sciences, Universitat Autònoma de Barcelona.



A teaching team for the business world

Among the main assets of ESADE Business School are its expertise in applying theory to day-to-day business and its orientation towards results.

Our teaching team provides lecturers from our academic faculty, but also top executives and consultants who are constantly immersed in negotiations, start-up projects, mergers, and are members of various Boards of Directors.

Knowledge based on ongoing research

Combining classroom activity with research, our faculty is a valuable source of innovative business solutions. ESADE Business School also offers an open forum for discussion and organizes conferences, observatories, clubs, round tables, etc., throughout the year.

These initiatives create lively and enriching relationships with top business leaders globally.

For further information about Faculty, please see www.esade.edu/web/eng/faculty-research



Lecturers

Fernando Ballabriga, Director of the Department of Economics at ESADE.



Gloria Batllori, Lecturer in the Department of Financial Management and Control. Executive Director, MBA Programs Unit at ESADE.



Jaap Boonstra, Visiting Professor of the Department of People Management and Organization at ESADE.



Jorge Brunat, Lecturer in the Department of Business Policy at ESADE.



Ricardo Ernst, Professor and Area Coordinator of Operations and Information Management at the McDonough School of Business, Georgetown University.



Kasra Fedrows, Heisley Family Chair of Global Manufacturing Department at the McDonough School of Business at Georgetown University.



Carlo Gallucci, Professor in the Department of Marketing Management at ESADE.



Miguel Angel Heras, Associate Professor in the Department of Operations Management and Innovation at ESADE.



Brooks Holtom, Associate Professor at the Georgetown University Executive Masters of Leadership Program.



Oriol Iglesias, Professor of the Department of Marketing Management of ESADE and collaborator in the Doctorate Program.



Camelia Ilie, Collaborator of the Department of People Management and Organization and responsible for management and the marketing strategy of Executive Education of ESADE.



Joan Massons, Associate Professor in the Department of Financial Management and Control at ESADE.



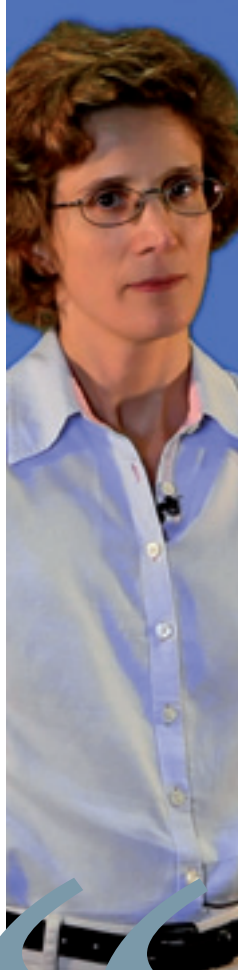
Ken Morse, Visiting Professor, ESADE Business School. Former Founding Managing Director, MIT Entrepreneurship Center.



Pedro Parada, Associate Professor in the Department of Business Policy at ESADE. Academic Program Director, GEMBA Program.



Elaine Romanelli, Associate Professor, McDonough School of Business at Georgetown University.



Focus

“My attitude is already changing in terms of how I analyse different situations. I think it’s very interesting because, when you focus on your own job role, you forget about the rest. The program gave me a general overview of the company.

I had great expectations about the professors and the invited executives and I feel they were as good as I expected. They concentrated everything they know into very small pills. They were a really professional team. Also, learning from peers was one of the program’s main positive points. We learned a lot from each other. It was a really good experience.

I decided to pursue the International PMD® because of its international component. The module at Georgetown was a really great experience. However, I think ESADE is one of the best-performing business schools in Spain today, and it is ahead of the other business schools.”

Elena de Casso
Consultancy Manager
Banco Santander



Future

“I definitely think that all that I’ve gained -the experience and tools given to me- are very valuable in my current job role. I decided to pursue the International PMD® because I was looking for an international market program and I thought that this course was made for that. I found what I needed to learn at ESADE. There is a great diversity of teachers. All of them have first-class experience. There was also fantastic interaction through group and team projects. I think it was very well programmed, and we learnt a lot from all our discussions and debates.”

Alexander Swain
Production Manager
Marina Barcelona 92 SA



Campus

ESADE Barcelona

The ESADE Business School Barcelona campus is located in one of the city's most beautiful residential areas. The facilities are close to the Avinguda Diagonal, the Pedralbes Monastery and the Pedralbes Royal Palace. The building contains all the resources and services required by a comprehensive, detailed, plural and global management training program, in an international professionally-connected environment that is fully attuned to the latest market trends.



ESADE Madrid

The campus, located in one of the city's most renowned business centers, houses a business school of great international prestige, whose objective is management training at the highest pedagogical level. In Madrid, ESADE Business School covers 5,000 m², entirely dedicated to management training, with innovative technological equipment at the business school students' disposal. Among many other applications, this equipment allows virtual access to the ESADE Library.



Georgetown University Washington DC

Georgetown offers a unique educational experience, enriched by its historic dedication to academic excellence and innovative, principled leadership. Founded in 1789, Georgetown is one of the oldest and most prestigious academic institutions in the United States. Its ideals of open inquiry, opportunity, dignity, high achievement and the development of every individual are also the ideals of the Georgetown-ESADE partnership.



Rankings and Accreditations

International Recognition of Excellence

ESADE is a business school recognized worldwide for the great quality of all its Programs.

In fact, ESADE is a top business school in Spain, and one of the few in Europe to be accredited by all three of the most prestigious management training organizations in the world: AACSB International; EQUIS, the award granted by the European Foundation for Management Development (EFMD), and the British Association of MBAs (AMBA). But above and beyond our outstanding positions in the rankings, the guarantee that really counts is the recognition of our alumni all over the world, occupying positions of responsibility, in both private and public companies and organizations. This is without a doubt our greatest reward.

7th **in the world**
in Executive Education
Financial Times
(May 2011)

3rd **in Europe**
in Full-Time MBA
Business Week
(November 2010)

6th **in Europe**
in Executive MBA
Business Week
(November 2010)

-An international course that prepares you to lead a changing global economy-

ESADE Alumni A prestigious network

On completion of their Program our students become part of the extensive community of ESADE alumni: 42,000 men and women currently excelling in their professions around the world.

Our association, ESADE Alumni, works to maintain the personal and professional links among all members of this community. The objectives of ESADE Alumni are: to consolidate the professional competence of all alumni and to advise them on the development of their professional careers; to foster professional and social relationships among alumni; to work in order to enhance the prestige of its members' degrees and diplomas; and to cooperate in the development of ESADE.



Information and Admission

Academic accreditation

To obtain the Diploma in International Program for Management Development - PMD®, participants must perform adequately in the activities run throughout the program, and must attend at least 80% of the sessions.

Registration process

Anyone interested in registering must have a personal interview with the Academic Director. This interview allows a personalized dialogue about mutual expectations. This ensures high levels of satisfaction of individual training needs and also guarantees adequate equivalence of knowledge and professional experience among participants.

To request an interview, candidates must send a duly completed Admission Form accompanied by a CV and two recent photographs.

The program's Admissions Committee will examine and reply to all applications received, informing all candidates about the progress of their admission. Applications may be presented up to three weeks before the program starting date. To ensure that places are available, candidates are advised to begin their admission process as early as possible.

Cancellations

Sometimes due to unforeseen circumstances a registration has to be cancelled. To be entitled to full reimbursement of the total amount paid, cancellations must be notified in writing 15 days before the start of the program. Given the demand for this program and the work entailed in its preparation, if the cancellation is reported within the 15 days before the program starts, only 50% of the total amount paid can be returned. There is no right to reimbursement if cancellation takes place after the program has started.

For further information:

Candidates may consult on any matter concerning the program or its admission process, arrange their personal interview and present their admission application by contacting:

In Barcelona

Judith Puigbó
judith.puigbo@esade.edu
Tel. +34 932 804 008

In Madrid

Natalia Pando
natalia.pando@esade.edu
Tel. +34 913 597 714



-An accelerated executive course for tomorrow's competitive global leadership-

International Program for Management Development PMD®

Schedule

LOCATION

ESADE Business School Madrid Campus

Executive Education
Mateo Inurria, 25 - 27
28036 Madrid
Tel. +34 913 597 714

Georgetown University

3520 Prospect St, NW, Suite 214
Washington, DC 20057, USA
Tel. +1 202 687 2691
Fax +1 202 687 9200

ESADE Business School Barcelona Campus

Executive Education
Av. Esplugues, 92 - 96
08034 Barcelona
Tel. +34 932 804 008

DURATION

From June 4th to September 8th, 2012

Three intensive weeks:

Week 1: June 4th to June 9th, Madrid.

Week 2: July 16th to July 21st, Washington.

Week 3: September 3rd to September 8th, Barcelona.

FEE

The total fee for the program is US \$32,000

Price for members of ESADE Alumni: US \$28,800

This includes tuition fees, teaching material, accommodation, luncheons and coffee breaks, in Madrid, Washington and Barcelona. It does not include travel expenses.

Please note: Program, faculty, dates and fees are subject to change. ESADE Business School also reserves the right to cancel this program if in its view the circumstances required for its successful completion do not apply.

June 2012




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September 2012

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	Madrid
	Washington
	Barcelona

EXECUTIVE EDUCATION

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Campus Buenos Aires

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