ESADE
Business School

Executive Education

Strategic Innovation: Reinventing Corporate Value Creation

Barcelona, October 8 and 9, 2007

In order to attend this program, all candidates must submit this application form, completed and signed and written in a legible manner. The application form can be faxed to **+34 932 048 105** or can be filled online at **www.exed.esade.edu**. Applications can be presented up to one week prior to the program start date. The Program Director will respond directly to all applicants.

Personal details

Last name | First name

Address | Postal code | City/Country

Phone | Mobile

E-mail

NIF/Passport | | | | | | | | | | Date of birth | Nationality

ESADE ALUMNI MEMBER

☐ No ☐ Yes | Member number:

Program:

Professional details

Company

Address

Postal code | City/Country

Phone | Fax

CIF

E-mail

Branch of industry-code | | (see list of industry codes)

(specify)

Nº of employees

Nº of employees reporting to you

Job title (see list of industry codes)

(specify) | |

Position of the person reported to

Organizational level | | (see list of industry codes)

(specify)

BRIEFLY DESCRIBE YOUR MAIN TASKS AND RESPONSIBILITIES

PREVIOUS EMPLOYERS

1 Job title

Company

From | | | MM | | | AA to | | | MM | | | AA

2 Job title

Company

From | | | MM | | | AA to | | | MM | | | AA

Industry codes

1 Extraction of raw materials
11 Agriculture, cattle and fishing
12 Mining and derivatives
13 Oil and derivatives
14 Water, gas and electricity

2 Industrial
21 Chemical Industries
211 Basic chemicals
212 Pharmaceutical products
213 Perfumes and cosmetic products
214 Rubber and plastics
215 Hospital products
216 Cleaning products
217 Paper and derivatives
218 Waste treatment
22 Metallurgic/steel industries
221 Electrical and electronic metallurgy
222 Computers and associatedproducts
223 Basic metallurgy/steel
224 Metal
225 Industrial/agricultural machinery
226 Automobile and ancillary
227 Aerospace
228 Electrical machinery/materials
229 Domestic appliances
22A Electrical and precision instruments
23 Food, drink and tobacco
231 Food: raw materials
232 Animal food
233 Food
234 Drinks
235 Tobacco
24 Construction
241 Construction materials
242 Building developers
2421 Construction engineering
243 Glass and pottery
25 Textiles
251 Spinning and weaving
252 Clothing, knitted fabrics
26 Leather goods and shoes
27 Wood
271 Wood and cork
272 Furniture
28 Other industries
281 Jewelry, luxury articles
282 Music
283 Toys, sport
284 Photography
285 Packaging and containers
286 Printing
287 Publishing

3 Retail tradeÆDistribution
31 Superstores
32 Retail trade
33 Import-export trade
34 Wholesale trade
35 e-commerce

4 TransportÆWarehousing - Logistics
41 Passenger transport
42 Transport of materials
43 Warehousing of materials
44 Post and messenger services
45 Telecommunications

5 Services
51 Hotels and other lodging places, tourism and leisure
511 Hotels
512 Restaurants, cafes
513 Tourism. travel agencies
514 Leisure and recreation
52 Communication media
521 Press, newspapers, magazines
522 Press agencies
523 Radio
524 Cinema and TV
53 Real estate and rentals
531 Real estate business
532 Automobile rental
533 Machinery and equipment rental
54 Financial services
541 Savings banks
542 Banks
5421 Merchant banks
5422 Investment banks
5423 Commercial banks
5424 Private banks
543 Finance companies
544 Insurance
545 Holding companies
55 Services to business
551 Legal and tax consultants
552 Advertising, marketing and public relations.
553 Consulting companies
5531 Quality consultants
5532 Strategic consultants
5533 Marketing consultants
5534 Financial consultants
5535 Human resource consultants.
5536 Computer and information systems consultants.

Education

ACADEMIC DEGREE

1 Institution

Degree earned

From | | |MM| | |AA to | | |MM| | |AA

2 Institution

Degree earned

From | | |MM| | |AA to | | |MM| | |AA

ESADE PROGRAMS

1 Program

From | | |MM| | |AA to | | |MM| | |AA

2 Program

From | | |MM| | |AA to | | |MM| | |AA

LANGUAGES

	Speak	Write	Read
Spanish			
English			
French			
German			
Others			

E: Excellente **G:** Good **P:** Poor **N:** None

Sources of Information

How did you learn about this program?

☐ Recommendation by ESADE students or alumni

☐ ESADE Alumni Magazine

☐ Recommendation by the company

☐ ESADE Faculty

☐ Others (please indicate)

Press

☐ Press advertisement. Newspaper/Magazine:

☐ Press article. Newspaper/Magazine:

Registration information

REGISTRATION FEE:

☐ 1.850 € ☐ 1.390 € ESADE alumni member

BANK DETAILS

Enrollment will be confirmed by e-mail or fax. Places are limited and based on the order applications are received. Payment is required prior to the start date of the program.

Bank transfer, indicating IBAN or Swift. Fundación ESADE/"La Caixa"
2100 0900 98 0211446485

☐ Credit card ☐ Visa ☐ American Express ☐ Mastercard

Card Nº | | | | | | | | | | | | | | | | Expired end | / |

INVOICE ☐ Individual ☐ In the name of the entity

Business name or name of organisation (if different)

Person responsible to whom the invoice is to be addressed

CIF/Tax number

Address

Post code and town

Tel. Fax

Cancellations: Should unforeseen circumstances lead to the cancellation of the registration, notification in writing must be recieved 10 days before the program starts for the full amount paid to be returned. Given the demand for the program and the pre-program preparation work, if the cancellation is received less than 10 days prior to the start of the program, 50% of the amount paid will be returned. No payments shall be returned for cancellations made once the program has begun.

DOES YOUR COMPANY SPONSOR PARTICIPATION IN THE PROGRAM?

☐ yes, 100% ☐ Yes, % (please, indicate)

☐ No ☐ Other (specify)

SPONSORSHIP OF THE ORGANISATION

This section must be completed by the manager, authorising his or her participation in this Program.

(Name of organisation)

Sponsors the participation of this manager in the Strategic Innovation: Reinventing Corporate Value Creation program. If admitted, the organisation accepts that the manager will be available for participation in all scheduled sessions, and to carry out programrelated proyects.

Name/Surname

Charge

Address

Postal Code City/Country

E-mail

Phone

Signature Date

Acceptance of conditions

The undersigned declares that the information supplied in this Application form is complete and truthful, and accepts the conditions as indicated.

Signature Date

Industry codes

5537 Tourism consultants
5538 Organizational consultants
5539 Personnel selection consultants
554 Independent consultants.
555 Auditing companies
556 Cleaning and security
557 Technical engineers
558 Temporary employment agencies
56 Public Services, Social, Cultural and Community
561 International organizations
562 Public administration
5621 Courts
5622 Prosecutor''D5s office
5629 Other state administration
562A Ombudsman
562B Legal Department Generalitat
562C Institut Català del Sòl
562D Other autonomous administration
562L Local administration
563 Education
564 Hospitals and health
565 Culture
566 Research and scientific institutes
567 Associations/Chambers of commerce/Foundations.
5671 Non-profit organizations and community services
568 Defense

Others

Please describe the branch of industry

POSITION CODES

1 Management - General Management
11 Management Assistant
2 Finance - General Administration
21 Corporate Finance
22 Finance, financial sector
3 Commercial - General Marketing
31 Marketing
32 Sales
33 Commercial
4 Advertising - Communication
41 Advertising - Account Executive
42 Communication - Public Relations
5 Human Resources
51 Staff selection
52 Training and development
53 Staff administration
54 Industrial Relations
6 Operations - Production in general
61 Industrial
62 Production
63 Operations
64 Logistics
65 Purchasing
66 Research and Development
67 Quality
68 After-sales service
7 Organization - General IT
71 Organization and planning
72 IT
73 Information systems
8 Consultancy in general
81 Consultant Analyst
82 Freelance Consultancy

ORGANIZATIONAL LEVEL CODES

0 Board of directors
1 General Management, Managers, Directors
2 Area or Divisional Managers
3 Department Managers
4 Department Heads
5 Technical positions