



ESMT
BERLIN



SENIOR MANAGEMENT PROGRAM

THE EXECUTIVE GAMECHANGER



N°1
IN GERMANY

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EXECUTIVE EDUCATION
RANKING 2022

In cooperation with

SDA Bocconi
SCHOOL OF MANAGEMENT



If you are a senior leader looking to improve your skills and take on greater responsibilities, you know how complex and intricate your job can be. You need to consider a wide range of stakeholders and make strategic choices that require innovative approaches to management and leadership.

The Executive Gamechanger Program is designed to broaden your horizons and provide a fresh perspective on the challenges companies face. As a seasoned manager, it's crucial to be able to think ahead, read the context, and adjust your approach accordingly. Our program helps you identify gaps in your attention and explore both the micro- and macrocosm of your business, allowing you to reflect on important contextual elements such as macro-trends and the non-market environment.

SDA Bocconi and ESMT Berlin, two leading providers for executive education in Europe, teamed up to offer a unique and comprehensive learning experience. Drawing on the expertise of both institutions, the program will provide you with a unique blend of theoretical knowledge and practical skills that you can apply immediately in your role. The curriculum will cover a range of topics including strategy, leadership, innovation, and sustainability, among others.

Who should attend?

Senior executives and leaders with 15+ years of experience who want to break open the possibilities of their career and discover new perspectives to better fulfill their role. This includes Chief Executive Officers, Managing Directors, Business Unit Leaders, Country Managers, C-level executives, plant managers, or heads of functions, business or product divisions.

Faculty

The program faculty consists of an internationally renowned and skilled group of educators and researchers with practical business experience.



Urs Müller
Visiting Lecturer, ESMT Berlin
Associate Professor of Practice, SDA Bocconi



Ulf Schäfer
Visiting Lecturer, ESMT Berlin
Associate Professor of Practice, SDA Bocconi

Carlo Altomonte

Associate Professor of Economics at Università Commerciale Luigi Bocconi and Associate Dean for Stakeholder Engagement Programs at SDA Bocconi School of Management

Alessandro Arbore

Professor of Practice in Marketing at SDA Bocconi School of Management

Gabriella Bagnato

Lecturer at the Department of Management and Technology at Università Bocconi, Leadership, Organization & Human Resources

Jörg Rocholl

President and Professor of Finance, ESMT Berlin

Lars-Hendrik Röller

Professor of Economics, ESMT Berlin

Gabriele Troilo

Associate Professor at the Department of Marketing at Università Bocconi

Jens Weinmann

Program Director, Executive Education, ESMT Berlin

Program faculty may change.



Locations

Berlin (Germany) and Milan (Italy)



Tuition fee*

€12,000



Language

English



Duration

6 days



Dates

Module 1

September 11 – 13, 2024

ESMT Berlin

Module 2

September 30 – October 2, 2024

SDA Bocconi, Milan, Italy



Certificate

Upon completion of the program you will receive a joint certificate from ESMT Berlin and SDA Bocconi.

Postgraduate Diploma in Management

The program counts toward 6 of the 18 days necessary to receive the diploma.



esmt.berlin/execed/smp

Key benefits

- ✓ Master strategy-making in a complex world by anticipating trends and outside forces.
- ✓ Manage stakeholders' expectations.
- ✓ Recognize macro-trends and other environmental factors that will likely affect businesses in the near future.
- ✓ Reflect on your role as senior leader and executive in a company.
- ✓ Drive innovation and creative thinking.
- ✓ Gain the opportunity to discuss current challenges with a diverse group of senior leaders.

Teaching methods

Interactive lectures

Guest speakers

Case study discussions

Group work

Key topics

- ✓ Non-market strategies
- ✓ Trends in the energy field
- ✓ Trends in the domain of financial markets
- ✓ Macro-trends
- ✓ Sustainability
- ✓ Dealing with complexity
- ✓ Defensive strategies
- ✓ Market-driven and market driving innovation
- ✓ Setting the stage for effective leadership: leading self
- ✓ The new psychology of leadership: leading with social identity
- ✓ How unethical behavior creeps into your organization and what you can do to prevent it



Contact

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**For general terms and conditions and details on the application process, please go to: esmt.berlin/execed/gtc*