



# CEIBS-INSEAD Multinational Management Programme

*Seizing International Opportunities*

# CEIBS-INSEAD Multinational Management Programme

*Seizing International Opportunities*

CEIBS and INSEAD have partnered to develop the Multinational Management programme, taught by outstanding faculty from both schools. This programme provides the strategic thinking and best management practices that are required by business leaders to win and grow in the global business arena. Whilst many Western multinational corporations are building a strong presence to capture the rapid business growth opportunities in Asia (especially China and India), Asian companies including Chinese firms are striving to go global. All companies which operate internationally face similar challenges of managing in a more complex and often rapidly changing business environment.

## Key benefits



### FOR YOU

- Comprehensive understanding of key management challenges in multinational environment
- Broaden your business knowledge, acquire strategic know-how and develop your cross-cultural awareness
- Network with peers from diverse backgrounds in and outside China

### FOR YOUR COMPANY

- Strategic thinking and best management practices to win and grow in the global business arena
- Discover and seize business opportunities in the increasingly globalising world
- Develop managers who can operate effectively in the multinational context

## Programme in detail

Multinational management – as we define it – consists of the planning, decision making and implementation of the internationalisation of firms and the subsequent cross-border and cross-cultural management of the international operations. The Multinational Management Programme will enable you to identify opportunities for international expansion of your business, operate in the cross-cultural context, build your operational capabilities and make sound decisions relating to alliances and acquisitions, marketing and finance needed to carry out the international expansion.



### Key topics include

- Trends and prospects of globalisation
- The challenges of expanding geographically
- Assessing and capturing geographical opportunities
- Marketing products and services to international customers
- Operational issues arising from implementing an international strategy
- Integrating, coordinating and transferring best practices regionally
- Financing international operations
- Managing people and organisations across diverse cultures
- International development through alliances and acquisitions
- Developing global organisational capability: Global organisation design and leadership



## Programme overview

### DAY 1

- Cross Cultural Group Dynamic Exercise
- Trends and Prospects of Globalisation (I)
- The Challenges of Expanding Geographically

### DAY 2

- Assessing and Capturing Geographical Opportunities
- Marketing Products and Services to International Customers
- Trends and Prospects of Globalisation (II)

### DAY 3

- Implementing Internationalisation
- Financing International Projects
- Cross Cultural Awareness (I)

### DAY 4

- International Development Through Alliances and Acquisitions
- Integrating International Acquisitions
- Cross Cultural Awareness (II)

### DAY 5

- Developing Global Organisational Capability

## Participant profile

The programme is designed for **middle and senior managers with at least 5 years of managerial experience**. Preferably they are **directly in charge of the internationalisation strategy of their businesses or are expected to contribute significantly to that strategy and its execution**. Many of the participants will be in a **general management position**, but also **senior functional managers**, such as those involved in marketing, business development, finance, mergers and acquisitions or human resources will benefit from the specific coverage of their own areas and of the broader management perspective they will obtain. The participant group will include **managers from both Chinese companies and foreign invested enterprises in China** as well as from **multinational corporations located more widely in the Asia-Pacific region**, who require a comprehensive picture of the key issues in multinational management.



Professor  
**PHILIPPE  
LASSERRE**  
>

*Emeritus Professor of  
Strategy and Asian Business, INSEAD*

*Philips Chair Professor of Human Resource Management  
Professor of Management  
Director of Centre of Organisation and People Excellence  
Academic Advisor to Executive Education, CEIBS*



Professor  
**ARTHUR  
YEUNG**  
<

## Other teaching faculty

- **PROFESSOR HELLMUT SCHÜTTE**  
*Professor of International Management  
Dean of Asia Campus, INSEAD*
- **PROFESSOR JAUME RIBERA**  
*Port of Barcelona Chair in Logistics  
Professor of Production and Operations Management, CEIBS*
- **PROFESSOR ZHANG YIMIN**  
*Professor of Finance, CEIBS*

## Practical information



### DATES AND LOCATION

28 August – 1 September 2006 in Shanghai (CEIBS Campus)  
699 Hongfeng Road, Pudong, Shanghai

### TUITION FEE

US\$ 5,500\*

\*fee subject to change

### LENGTH

5 days

### LANGUAGE

English

To learn more about **CEIBS-INSEAD Multinational Management Programme** and to download the programme application form, please visit  
[www.ceibs.edu/execed/programmes/open/8052.shtml](http://www.ceibs.edu/execed/programmes/open/8052.shtml) or  
[www.insead.edu/executives/mm.cfm](http://www.insead.edu/executives/mm.cfm)



### CEIBS

The China Europe International Business School (CEIBS) is the leading China-based international business school. Its main objective is to contribute to the economic development of this country and its business communities. It does this by offering to MBA students, to managers and senior executives of companies operating in, or planning to enter China, the latest knowledge and a thorough understanding of current practices in international management, helping participants to adapt them successfully to their own business environment.

CEIBS was established on November 8, 1994 in Shanghai. Based on its own campus in Pudong, Shanghai, the school is a not-for-profit joint venture established under an agreement between the Ministry of Foreign Trade & Economic Cooperation (MOFTEC) and the European Commission. CEIBS also has offices in Beijing and Shenzhen.



### INSEAD

INSEAD is the world's leading business school and the only one with two comprehensive and fully connected campuses in Asia and Europe.

INSEAD was founded in Fontainebleau, France in 1957 and the Asia Campus was started in Singapore in October 2000. Located in the greenery of Singapore's knowledge hub, the Asia campus is within easy access of the airport and the main business and shopping district. The newly expanded campus is equipped with state-of-the-art telecommunications technology and modern facilities including 7 amphitheatres, a 280-seater auditorium, 180 group study areas, an 85-room residence, a fitness room and a library creating an ideal international learning environment.

Currently, over 144 faculty members teach more than 870 MBA students, 54 Executive MBA students, 6,500 executives and 71 PhD students from over 75 countries.





**China Europe International Business School  
CEIBS**

Grace Zhang  
Tel: +86 21 2890 5187 / 5197  
Fax: +86 21 2890 5183  
E-mail: [exec.ed@ceibs.edu](mailto:exec.ed@ceibs.edu)  
[www.ceibs.edu](http://www.ceibs.edu)

**INSEAD  
Asia campus**

Jaclyn Mah  
Tel: +65 6799 5288  
Fax: +65 6799 5299  
E-mail: [execed.asia@insead.edu](mailto:execed.asia@insead.edu)  
[www.insead.edu](http://www.insead.edu)