

Jointly offered by:

China Europe
International
Business School

IESE Business
School

The Wharton School

Module One:
March 30 - April 3, 2009
Madrid, Spain

Module Two:
April 26 - May 1, 2009
Philadelphia, U.S.A.

Module Three:
June 1-5, 2009
Shanghai, China

Global CEO Program for Latin America



CHINA EUROPE INTERNATIONAL BUSINESS SCHOOL

中欧國際工商學院



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GLOBAL CEO PROGRAM FOR LATIN AMERICA

A MESSAGE FROM THE PROGRAM CO-DIRECTORS

Entering new regions and markets is an obvious alternative when considering your company's global growth strategy. However, pinpointing the right market and the right time calls for careful study. Many firms entering new markets find themselves faced with serious global competition and realize they need alternative business models. Optimizing competitiveness in the global economy requires significant insight into the best practices and behaviors of visionary CEOs, particularly with regard to corporate strategy, managing and investing in strategic capital, allocation and other key operational elements.

To respond to these demands, three prestigious business schools— China Europe International Business School, IESE Business School and The Wharton School— have created an executive education program that addresses the skills senior managers need to compete in today's global economy.

The program is designed to help Latin American CEOs integrate vital management concepts with enhanced organizational strategy to improve their effectiveness as leaders as well as the performance of their organizations. An exceptional faculty team from the three institutions guides participants through this comprehensive, professionally enlightening experience. As a participant, you will explore proven methodologies, develop new ways of thinking about strategy and finance models, and view economic development and industry trends from a global perspective. Your learning experience will be enhanced by shared learning among diverse peers, interactive lectures with world-renowned faculty, insightful case studies, and self-assessment exercises. A



cross-module exercise to identify the strategic challenges facing your organization will allow you to implement your learning right away and benefit from feedback from faculty and fellow participants. You'll also gain invaluable international experience and exposure through this global program, which begins in Madrid, moves to Philadelphia and culminates in Shanghai.

This program enables you to step away from your daily responsibilities and think about challenges and opportunities in new, strategic ways. Our primary goal is to provide the tools to position your organization as a world-class company with sustainable advantage. We hope you will join us for this year's Global CEO Program for Latin America.



Rama Velamuri
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China Europe International
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Jerry Wind
Professor of Marketing
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María Julia Prats
Professor of Entrepreneurship
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IESE Business School



A POWERFUL ALLIANCE AMONG ESTABLISHED BUSINESS SCHOOLS

China Europe International Business School (CEIBS), IESE Business School (IESE) and The Wharton School have joined academic forces to design, develop and deliver the Global CEO Program for Latin America, which specifically addresses the business and management challenges facing CEOs in Latin America today. This unique, highly specialized general management program brings together outstanding faculty and applies the principles of academic rigor and diversity to create an exceptional learning experience.

China Europe International Business School

The China Europe International Business School (CEIBS) is a pioneer in world-class management education in China. Ranked the number one business school in the Asia Pacific region, CEIBS offers a full-time MBA and Executive MBA programs, as well as a wide range of executive education programs. The school, established in 1994 as a joint venture between the European Union and the Municipal Government of Shanghai, combines outstanding international management education with profound knowledge of the Chinese business environment. CEIBS' reputation for excellence has made it the executive education learning partner of choice for leading multinationals and Chinese companies in the region.

IESE Business School

IESE Business School, the graduate school of management of the University of Navarra, is committed to the education and development of business leaders worldwide. The school launched its MBA program in 1964, under the guidance of an advisory committee set up by Harvard Business School and IESE that continues to meet annually to discuss matters of mutual interest and relevance. The school not only pioneered the concept of executive education for business leaders in Europe, but also initiated joint-venture executive education, a growing tradition among leading business schools. Since its founding in 1958, IESE has served companies and society through high-quality teaching and research, and has become one of the world's largest producers of business cases.

The Wharton School

Founded in 1881, The Wharton School of the University of Pennsylvania is recognized globally for intellectual leadership and ongoing innovation across every major discipline of business education. The most comprehensive source of business knowledge in the world, Wharton bridges research and practice through its broad engagement with the global business community. The school has more than 4,600 undergraduate, MBA, executive MBA and doctoral students; more than 10,000 annual participants in executive education programs; and an alumni network of more than 82,000 graduates.



PROGRAM OVERVIEW

Country-wide economic growth and globalization of the world economy provide an excellent backdrop for businesses in Latin America to develop and prosper on an international scale. Company growth and sustainability, however, can be threatened by various factors, including industry consolidation, globalization, innovation and economic reform. The task of building strong companies and effectively integrating them into the global marketplace is a difficult, complex undertaking for top corporate executives. To distinguish their companies from the competition, CEOs in Latin America must maximize their potential for coping with the changing environment, managing across business disciplines and country borders, and providing organization-wide leadership.

The program enhances leadership skills by helping you broaden your business knowledge and acquire strategic vision in both a Latin American and global business context. You will leave the program with a new level of readiness that is necessary to meet current and future challenges and to capitalize on opportunities around the world.

PROGRAM OBJECTIVES

The Global CEO Program for Latin America is an unparalleled opportunity for CEOs to gain new insights on major social, cultural, political and economic factors that significantly influence business in the global environment. Through in-depth examination of critical issues, business developments and emerging trends, you will learn what is required of you —and your organization— to create and sustain value throughout the enterprise.

Specifically, the program enhances your capacity to:

- Respond to the challenges of a competitive global environment
- Formulate strategic objectives and implement strategies for creating competitive advantage and stakeholder value
- Build management systems and organizational processes that facilitate execution excellence
- Understand and manage the change process needed to create a world-class company
- Lead with wisdom, integrity and vision, while encouraging others to do the same

THREE-PART CURRICULUM

The comprehensive curriculum explores the role of CEOs as it relates to various strategic, government, investor, market, societal and trade-union concerns, and also examines the impact of the new world order on the Latin American economy. International residential sessions on three continents and international faculty from the partner institutions reflect the truly global dimension of the program. Strategic team projects will be facilitated during the three learning modules, allowing participants to explore specific areas of interest for their companies with the guidance and input of professors and fellow participants. The three learning modules address important skill-development areas, business phenomena and operational aspects, including:

MODULE ONE

Understanding the Business Landscape

EUROPE - IESE Business School, Madrid, Spain

March 30 - April 3, 2009

- Macroeconomic Environment
- Entrepreneurial Spirit
- Cross-cultural Management
- International Strategy
- Global Marketing
- Strategic Team Projects

MODULE TWO

Managing Value Creation

NORTH AMERICA - The Wharton School, Philadelphia, U.S.A.

April 26 - May 1, 2009

- Strategy Under Uncertainty: Scenario Planning
- Entrepreneurial Finance
- Innovation & Technology
- The Role of the CEO
- Strategic Operational Management
- Innovative Marketing Strategies
- Strategic Team Projects

MODULE THREE

Getting Things Done

ASIA - China Europe International Business School
Shanghai, China

June 1-5, 2009

- International Strategy II
- Leadership
- Change Management
- Joint Ventures & Strategic Alliances
- Corporate Governance
- Strategic Team Projects





PROGRAM PARTICIPANTS

The Global CEO Program for Latin America is developed for CEOs, board chairs and chief decision makers who have more than 10 years' experience in senior management at successful companies in Latin America.

Participants are seasoned business leaders who represent state-owned enterprises, privately owned enterprises and Latin American companies. These companies should not only be leaders in their industry, but also demonstrate strong business ethics and social responsibility. The goal is to assemble an exclusive group of top executives who represent diverse companies and industries, have a proven record for leading and implementing, and exhibit high potential for contributing to and enriching the program experience for all.

FACULTY

The elite teaching faculty, drawn from China Europe International Business School, IESE Business School and The Wharton School, comprises a team of educators who have distinguished academic and professional reputations. Through their research on business issues, teaching in executive programs and hands-on experience as business executives, consultants, advisers, corporate board directors, and members of professional associations, they remain connected to the business community worldwide and make significant contributions to the practice of management. The program's faculty members are authors of numerous books, case studies, articles and academic papers, many of which have been published internationally. Detailed biographies are accessible at: www.iese.edu, www.exed.ceibs.edu and www.executiveeducation.wharton.upenn.edu

Incorporating both written and “live” case studies that offer multiple levels of learning, the program compels executives to identify relevant issues and apply practical business lessons to their own situations and companies.

LEARNING ENVIRONMENT

The program’s integrated learning environment creates an unrivaled opportunity for individual development, ongoing exchange with peers and action learning.

Teaching Methods. Faculty will use a wide range of teaching methods, including interactive discussions, individual learning challenges, cases, peer coaching, role play and group exercises. Using a combination of learning methods allows participants to have more memorable experiences, resulting in greater impact on the organization from the educational perspective.

Participants engage in an interactive learning process that replicates executive decision making in actual business situations. Incorporating both written and “live” case studies that offer multiple levels of learning, the program compels executives to identify relevant issues and apply practical business lessons to their own situations and companies.

Dynamic Interaction. Program activities foster formal and informal interchange among high-level peers from different backgrounds, companies and industries, as well as with the faculty members from the collaborating business schools. Classroom discussions, case studies, team projects and study groups promote the exchange of ideas and experiences, stimulate fresh thinking and encourage different points of view. This shared learning creates a unique opportunity for participants to reexamine and reformulate their professional and personal goals and strategies.

Action Orientation. The program’s action-oriented team approach, driven by the case-study method, helps participants to apply their personal experience and new business knowledge to generate solutions in real time. While examining strategic issues, CEOs are encouraged to consider specific areas for application, particularly how they can leverage structure, processes, culture and incentives to implement strategic learning within their organizations. Participants will apply strategic learnings to individual projects they have identified prior to the beginning of the programs; forums of discussion and review will support the further development of these projects.



CERTIFICATION

Participants who have successfully completed this program will receive the “Global CEO Program for Latin America Certificate,” jointly signed by the China Europe International Business School IESE Business School, and The Wharton School. Please note that attendance at all three modules is mandatory for successful completion of this program. Applications for a single module will not be accepted.

FOLLOW-UP ACTIVITIES

- Alumni Events held around the world by CEIBS, IESE and Wharton.
- Communicate with professors from CEIBS, IESE and Wharton, write cases and engage in other exchange opportunities.

Please note that content and faculty may change based on the program's objectives.

LANGUAGE

The official language of the Global CEO Program for Latin America is English.

PROGRAM FEE

The program fee is \$US42,000, which includes tuition, teaching materials and accommodation. Travel expenses are not included. Payment is due within 30 days of the date of payment notice.



APPLICATION AND ADMISSION PROCESS

To apply for a position in the program, candidates must complete the Global CEO Program for Latin America application form, which is available on line at www.iese.edu/gcla. The application included in this brochure can also be completed and mailed or faxed to the appropriate IESE contact person identified below. All applications will be reviewed by the Admissions Committee, which is made up of representatives from CEIBS, IESE and Wharton. Candidates will also be interviewed by the program director.

Qualified candidates will be admitted on a rolling, space-available basis; late applications will be considered only if space permits. For more information, please contact:

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This unique, highly specialized general management program brings together an outstanding faculty team and applies the principles of academic rigor and diversity to create an exceptional learning experience.



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