FUTURE LEADERS’ BOOT CAMP
The executive education programmes provide a very good insight as to what distinguishes an outstanding leader of an organisation from a mere manager of tasks. The practical and interactive approach motivated me to learn more about one’s own leadership skills and showed new ways of dealing with common challenging situations more effectively. Both time and money were very well invested.

Andreas Buschsieweke
Senior Marketing Manager
Bosch Trading (Shanghai) Co., Ltd.
Companies across the world are facing mounting challenges in today’s turbulent global economic environment. With a burgeoning virtual economy, new competition from emerging markets, and dire economic forecasts from Europe, today’s business executives need a deeper understanding of business fundamentals and a heightened capacity to lead. Successful managers must increasingly be able to develop a global mindset, as well as the capacity to manage and adapt to complex issues that typically accompany volatile changes in the marketplace.

CEIBS, Asia’s leading business school, has developed the Future Leaders’ Boot Camp to transform emerging managers into leaders who can confidently embrace their roles as major players in today’s increasingly complex business environment. The Boot Camp will provide an intensive learning experience to young and ambitious managers who are seeking career advancement and broader responsibilities. The programme has the additional benefit of being hosted in China, giving participants the opportunity to accelerate their leadership potential while also building their understanding of this critically important market.

Start Dates / Language / Venue
Module 1: October 10, 2013 / English / Shanghai
Module 2: December 1, 2013 / English / Beijing

Fee for each class
The cost of the programme is USD 19,500, which includes tuition, accommodation, case licensing fees, lunches, stationery, and other course materials if required. Payment is required after notification of admission.

For more information, please visit www.ceibs.edu/flc
Objective
The Boot Camp is tailor-made for up-and-coming leaders, providing an innovative and rewarding learning experience. We will help you to:

- Build your understanding of business essentials (finance, economics, marketing, operations and strategy)
- Reflect on your personal and professional goals and give you the tools needed to achieve your targets
- Explore your leadership potential and shape your personal leadership style
- Gain an understanding of the business environment in China.

The programme is challenging, intensive and interactive. In addition to traditional classroom lectures, the course integrates leadership exercises, extensive personal/group coaching, discussion of real-life case studies, company visits and action learning projects.

Participants
The programme is designed for young, ambitious managers of all nationalities with a minimum of 3 to 5 years business experience, who want to propel their managerial career to a higher level. Identified as future leaders by company management, they are often included in their organisation’s succession plan.

We encourage companies to nominate a group of high-potential employees for the Boot Camp. Not only will the programme accelerate your organisation’s talent development, it will also help you build a management team with shared values and a common language.
Benefits

To individuals:
- Grasp business fundamentals and gain a deeper understanding of business operations
- Review and refine personal and professional goals
- Develop a plan to help move towards objectives
- Become more confident in making decisions in complex and uncertain situations
- Gain a holistic and global view of the business world
- Develop an understanding of China’s unique business environment.

To organisations:
- Develop a talent pool for future business development
- Retain and motivate key talent, thus securing future business success
- Gain a competitive edge in the talent war
- Create a common language, approach and shared values to overcome communication boundaries.
### Programme Schedule

**Pre-Programme:**
- Pre-readings & Case Preparation
- Personal & Professional Identity
- Narrative

**Module 1 (Shanghai): October 10-20, 2013**
- Integrative Project Stream
- Business Fundamentals (Part 1)
  - Finance
  - Marketing
  - Operations
  - Economics
  - Strategy
- Leadership Management (Part 1)
- Leadership Stream
- Company Visit

**Module 2 (Beijing): December 1-11, 2013**
- Integrative Project Stream
- Business Fundamentals (Part 2)
  - Finance
  - Marketing
  - Operations
  - Economics
  - Strategy
- Leadership Management (Part 2)
- Leadership Stream
- Company Visit
Application Procedures
Applicants can apply for the program in one of the following two ways:
Apply online at www.ceibs.edu/fic by clicking on “Apply Now”; or call the CEIBS Customer Service Team to request a printed application form. Send the completed form to the CEIBS Customer Service Team by email or mail.

Applications must be received at least 20 days prior to the programme start date. Applications are reviewed as they arrive and admissions are subject to final confirmation by CEIBS. Applications received after the deadline will be considered on the basis of space availability. For more information please contact our Customer Service Team.

Cancellations
Any cancellation made 15 days or more prior to the programme start date is eligible for a full refund of programme fees paid. However, any expenses arising therefrom shall be the responsibility of the applicant or his/her employer. Any cancellation made fewer than 15 days prior to the programme start date shall be subject to a fee of 20 percent of total programme fees. After the programme begins, no fees shall be refunded for participants who withdraw from the programme for any reason.

* CEIBS reserves the right to amend information on this programme including price, date, location, faculty, daily schedule and other details.
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Executive Education Programmes
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2013 Executive Education
Open Enrollment Programmes

MULTINATIONAL MANAGEMENT
- Doing Business in China
- CEIBS-INSEAD Expanding Opportunities: Doing Business in Europe

ADVANCED MANAGEMENT
- CEIBS-Harvard Business School-IESE Business School Global CEO Programme for China (Modular)
- Integrating and Managing Acquisitions
- CEIBS-LBS Chief Finance Officer (CFO) Programme (Modular)
- CEIBS-Harvard Business School-Tsinghua SEM Senior Executive Programme (Modular)

CORPORATE GOVERNANCE
- CEIBS-Wharton Programme: Corporate Governance and Board of Directors

GENERAL MANAGEMENT
- Future Leaders’ Boot Camp (Modular) New
- Diploma in Management Programme (Modular)

STRATEGY
- Financial Decisions Aligning with Corporate Strategy New
- New Perspectives on Strategy in an Ever-Changing World

LEADERSHIP
- The Psychology of Coaching Teams and Leading an Organization New
- High Performance and Sustainable Leadership
- Proactive Leadership

NEGOTIATION & DECISION-MAKING
- Strategic Negotiation Programme

ORGANISATION & MANAGEMENT
- Talent Management Programme
- Managerial Psychology in Practice

MARKETING & SALES
- Creating Business Value & Marketing Power through Strong Brands New
- Pricing for Profit New
- Key Account Management
- Strategic Sales Force Management
- Marketing Strategy and Planning
- Digital Marketing: The Future of Your Marketing

FINANCE
- Managing Strategic Investment Decisions
- Finance for Non-financial Executives

OPERATIONS MANAGEMENT
- Supply Chain Management