

EXECUTIVE MBA

Executive MBA program is **designed for top and middle managers**, as well as for proactive entrepreneurs eager to acquire modern business knowledge and skills, easily applicable in their organizations. The program is based on development of leadership competences among participants, who will receive valuable information and applicable knowledge.

PROGRAM STRENGTHS

Top faculty

our faculty consists of world renowned experts, excellent professors and experienced global consultants

Increase your value

boost your career with an internationally accredited MBA program

Practical knowledge

apply your learning to real-life business cases and your own professional challenges

Networking

join the largest MBA network in SE Europe

The program is carried out in **form of prolonged weekend modules (Friday to Sunday), once a month** which enables minimal absence from work.

KEY FACTS



Prolonged weekend modules



22 months



Average age 37



17+ nationalities



2500+ alumni



12 years average work experience



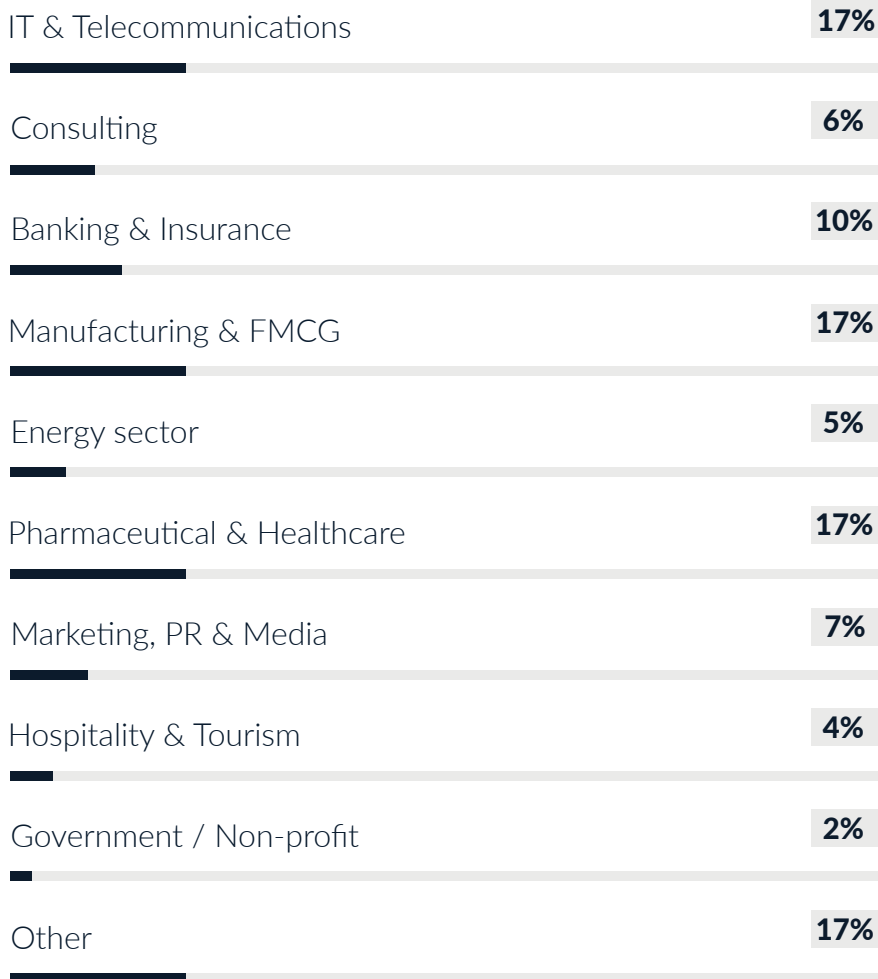
16 modules (Zagreb/Belgrade)



Applied learning and final project

Participants' profile

Designed for top/middle managers and entrepreneurs



To apply you should have:



University degree



At least 5 years of professional experience



Fluency in English

Accreditation & Membership



APPLICATION PROCESS & TUITION FEE

Applications are received all year round, and no later than 3 weeks before the program starts.

The program fee is **20.000 EUR + VAT**.

Tuition includes mandatory teaching materials. Travel and lodging expenses, as well as additional literature are not covered by the tuition.

Find out more about the program and financing options at the consultation session which we encourage you to apply for. Contact us at info@cotrugli.eu.

Executive MBA modules:

Self Awareness & Personal Enlightenment

Both awareness and enlightenment are not taught to us in any formal way. Yet, Self Awareness and Personal Enlightenment are the foundations of sustained personal development and the cultivation of management and leadership competences. They are the red threads that run through time and stress management, emotional intelligence, conflict resolution and self managing change. This module provides the insight, wisdom and understanding required to build and sustain both as they provide the basis of an ongoing plan for personal growth and development.

Analytics

The ability to reason with numbers is not only important for a career in management, but can be a fascinating part of intellectual development. The course intends to equip participants with the skills required to interpret and understand quantitative data, and provide a foundation for the knowledge required in other subjects. We will take a broad view of how statistical techniques have developed as a means for humans to cope with risk and uncertainty, and look at real-world examples of how organisations use, abuse, and are fooled by numerical data.

Managerial Economics and Business Ethics

The microeconomics section of the course provides a practical introduction to the economic way of thinking. We will understand the power of incentives, which are what economists define as the relationship between the benefits (the value we expect to gain) and the costs (the value we expect to give up) of a decision. Attendees will participate in a negotiation simulation and see the link between basic economics and strategic decision-making. Important concepts such as market design and asymmetric information will be demonstrated through case studies and group activities. Particular emphasis is placed on the role of markets as a source of value-creation, and how managers can build internal institutions that generate knowledge and align incentives. The business ethics section of the course will survey a number of frameworks and models that can be used to cope with moral and ethical dilemmas. Famous cases will be used to provide a realistic grounding to the content and participants will be tasked to apply those concepts and present their insights.

Strategic Marketing

The Strategic Marketing course provides the students with the opportunity to comprehend the critical role of marketing in contemporary business. Marketing concepts enable the partaker to fully understand all elements of a customer focused business. During this course the students engage in practical exercises based on current business cases as well as on involved individuals existing business situation, working in teams to create innovative and viable marketing strategies.

Financial & Managerial Accounting

The course covers an overview of Financial Accounting, a topic which will be addressed yet again during the Finance course. It initially focuses on cost and management accounting, presenting in detail how these disciplines are used as key indicators in support of the decision-making process. Managerial Accounting introduces core concepts and vocabulary of Cost Accounting. It presents the design of the managerial accounting system and at the same time displays various (sometimes unintended) dysfunctional consequences of traditional Cost Accounting. It will show how numbers can help in the decision-making process, but also stress the need for a complementary analysis.



Problem Solving & Decision Making

Problem Solving and Decision Making is an intensive managerial program that has proven successful in improving efficiency, performance and productivity. The course aims to provide practical skills and a management mindset rather than simply transfer knowledge. Participants are taken through the full problem-solving and decision-making cycle: from breaking down the issue, to prioritising and writing the action plan. They also practice communicating their proposal, an important and often overlooked aspect of the decision-making process. The course focuses mostly on experiential, proactive and practical learning: participants engage in individual and team problem-solving and decision-making, and receive constructive feedback to build on personal strengths and address limitations.

Financial Management

The objective of this course is to provide students with an overview of basic principles of Financial Management. The course primarily introduces tools and techniques, including time value of money, net present value analysis, risk and return, and the effect of leverage. The rest of the Finance course is focused on the application of these tools and techniques with common, important issues in Corporate Finance, including capital budgeting, capital structure policy, cost of capital estimation, financial planning, and simple valuation. Keystone of this entire course is the concept of creating value.

Entrepreneurship

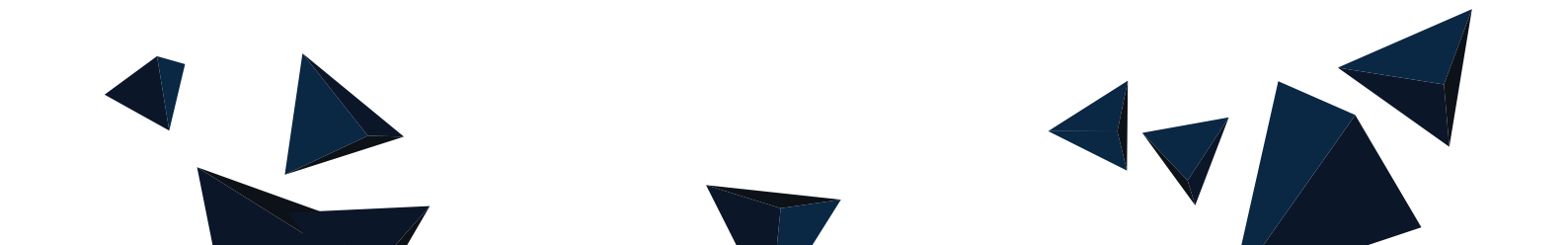
Creating new businesses, capturing new markets and enhancing organizational effectiveness occur through improving productivity or new products or services, or both. New discoveries, new technologies, competition and globalization compel both entrepreneurs and existing firms to foster innovation and agility. This course examines the theory and practice of creativity and how it can increase the likelihood of success of innovation in startups and existing firms. It explores successful frameworks, strategies, funding techniques, business models, risks and barriers for introducing breakthrough products and services. Topics include opportunity discovery, business model innovation, design-driven innovation, creativity, digital technology, process improvement, performance measurement and change management. Participants will develop skills for evaluating, articulating, refining and pitching a new product or service, either as a start-up business or a new initiative within an existing firm. This course is appropriate for all those who are interested in innovation and design as necessary components of businesses today.

Sales Management

Success in sales depends more on managing sales force than on setting sales processes and sales tricks. Managing sales force means managing people. Sales Management is about inspiration, motivation, setting examples, helping solving problems, controlling efficiency of sales force and sales activities. Students will learn key principles of sales management and gain deeper understanding of some crucial sales concepts. Through the course, the sales management topics will be connected with marketing, HRM and business strategy to show interdependence between different business functions and stress the benefits sales can have from internal cooperation. At the end of the module students will know how to evaluate and how to improve sales management in their own companies or how to better cooperation with sales department (if they are not sales managers).

Operations Management

The Operations Management course acquaints the students with concepts, techniques and practices of Operations Management in both industrial and service-oriented organizations. The students will be required to perform exercises in order to gain an understanding of the strategic relevance of basic and advanced Operations Management within structured business enterprises.





People Management

People are a key part of an organization's resources and are increasingly being recognized as having the potential to create and sustain competitive advantage over time. An organization's strategy is brought to life by its people, their capabilities and the culture in which they are nurtured. Through this module students will explore how organizations approach the management of their people strategically and why they do so in particular ways with a focus on high performing organizations.

Strategic Management

The strategic management course will assist the students in developing a blend of skills and knowledge which will form a personal approach to identifying and solving strategic problems placed before top management executives. Using an overall framework for strategy formulation and implementation, as well as strategic thinking (intuition, personal judgment and creativity), the students will address crucial questions related to the design of competitive strategy, value creation and capture. This course will also introduce new game strategies to students.

Digital transformation

This course is designed to equip students with knowledge and tools that will help conceive, lead and execute digital innovation initiatives and develop new business models for existing and insurgent organizations. The basic premise of the course is that the digital revolution is rapidly transforming the fundamental nature of many companies in a wide range of industries. Executives, entrepreneurs and general managers need to understand the economics, technology paradigms and management practices of innovating in digital centric businesses to ensure corporate and personal success. The course is intended for students pursuing business careers in which digital technologies will be critical to the development of new products and services, e.g. entrepreneurial startups, consulting and venture capital and senior positions in marketing, R&D and strategy. Visits by case protagonists and industry experts will enable students to understand the career options in this rapidly evolving space.

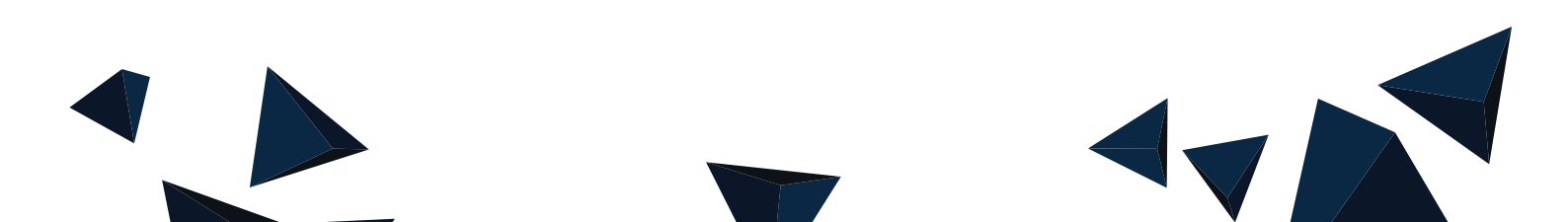
Advanced Finance



Expansion of knowledge developed through the Financial Management course, is the objective of this unit. The Advanced Finance course will primarily cover different aspects of financial strategy chosen for the participant's organization, stressing the indicators of value creation. The case of a European based company will be used to grasp the links between strategy and financial objectives. The course will also focus on major financial decisions which lead to the creation of value in the organization. In addition to these issues, different techniques of organization valuation will be discussed during this unit as well.

Leadership, Communication & Change

Business success is in part dependent upon the ability of senior leaders to sustain an optimal alignment between the capabilities and offerings of their organization and the changing environmental-competitive landscape. The increasing complexity, uncertainty, diversity and pace of change within the business world drives the need for exceptional leadership at every level within our organizations. The overall objectives of this module are twofold: 1) to stimulate participants to develop insights and master tools that will help them meet their own leadership challenges in a dynamic environment; and 2) for participants to enhance their team projects through the application of learning achieved during the module. As a result of this module, participants will be able to apply their understanding of the characteristics of leadership and develop their own potential to lead individuals, teams and organizations in complex environments. Students will be able to frame leadership in a strategic context and create the desired future through effective innovation and change leadership practices. They will also learn how to select and apply leadership concepts, tools and processes that are suitable for specific challenges, as well as develop effective communication strategies for leading individuals, teams and organizations.



AMP – Business Simulation

One of the most critical skills a manager needs to develop as he/she moves upward in the organizational hierarchy is the ability to align various organizational departments and functions into a common goal. Specialization gives place to a multidisciplinary approach. By participating in this module, attendees will get clearer understanding of the implications of a global business operation, enhance capability to comprehend the interaction among functional areas and improve ability to make company-wide decisions.

Final Project Presentation

Upon completion of Entrepreneurship module, students continue working on the final project throughout the program. As a final result, students should have in their hands an achievable and comprehensive business plan and present it to a committee comprised of COTRUGLI faculty and alumni members.

COTRUGLI

BUSINESS SCHOOL

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