Executive Education
SEP for Latin America

The Senior Executive Program (SEP) for Latin America offers you an opportunity to refresh and update your knowledge in a rigorous learning environment designed for people just like you.

The program gives experienced managers the chance to reflect on the changing business environment, challenge their management strategies and practices, and examine their leadership roles in a global context.

Specifically designed for senior managers with strong interests in Latin America, the program features a unique bilingual setting in which both English and Spanish are used.

**MODULE 1**
Understanding the Business Landscape
Miami, October 25-30, 2010

Subjects covered:
- Global Economics
- Leadership
- Competitive Strategy
- Financial Accounting
- Corporate Finance
- IT and Strategy

**MODULE 2**
Enhancing Business Performance
New York City, November 29-December 4, 2010

Subjects covered:
- Entrepreneurship
- Decision Analysis
- Operations and Supply Chain Management
- Management Control
- Risk Capital Management
- Wealth Management
- Business Ethics & Compliance

**MODULE 3**
Transforming Business Leaders
Miami, February 7-12, 2011

Subjects covered:
- The New Global Scenario
- Innovation
- Global Leadership
- HR in Latin America
- Corporate Strategy
- Regional Strategy
- Marketing Strategy
- Finance in Emerging Economies
PROFILE

- Top-tier executives and directors
- Globally based executives with strong interests in Latin America
- An average of 10 years of managerial experience
- At least a working knowledge of Spanish and English for business purposes
- Average age: 43
- Applicants are chosen to ensure the widest variety of companies and sectors

PROGRAM VENUES

Miami

Often described as the international gateway to Latin America, Miami is one of the most dynamic and culturally diverse cities in the United States. With its exceptional climate, world-class infrastructure and excellent conference facilities, it is considered a top venue for doing business. An up-and-coming cultural hub, Miami is also home to numerous museums and art centers. The program venue is located in the heart of the financial district and provides an impressive “home away from home” with easy access to all that Miami offers.

New York City

New York City is the leading center of banking, finance and communication in the United States and is the location of the New York Stock Exchange, the largest stock exchange in the world by dollar volume. Many of the world’s largest corporations are based in this truly cosmopolitan city, which also boasts a vibrant cultural life. The IESE New York center follows in the tradition of the city, offering a truly international perspective and preparing students to thrive in today’s global, fast-paced market. The center is located on West 57th Street, inside New York’s commercial business district and just steps away from Carnegie Hall, Lincoln Center and Central Park.

ADMISSION PROCESS

Applications will be thoroughly reviewed by the program’s admissions committee. Due to class size restraints and the need to maintain a balanced mixture of backgrounds, it is possible that even highly qualified applicants may not be admitted to the program. Applications for admission are accepted throughout the year and should be received at least two months prior to the program’s start date. Early application is encouraged. Late applications will be considered if space is still available.

Apply online at www.iese.edu/sep

PROGRAM FEE

The program fee of US $28,500 includes tuition, all reading and classroom materials, most meals and accommodation. The program fee does not include travel expenses to Miami or New York City.

CONTACTS

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