Today's global networks of products and services are highly complex, making management an increasingly difficult challenge. To be successful, companies need a comprehensive and accurate view of the value chain.

The Global Footprints program provides an integrated perspective of value networks, covering critical issues such as global outsourcing and offshoring, as well as how to protect against network risks and disruptions.

As a participant, you will gain fresh insights to be applied to your own specific sector and company, with guidance from IESE and Stanford University faculty experts. You will learn how to devise and implement new supply chain frameworks, along with specific methods for lowering costs and improving service quality.

The program also addresses change management and how managers can lead organizational transformation in international contexts. You will leave the program with practical tools and ideas for strengthening your own global supply chain strategy.
KEY TAKE-AWAYS

- Aligning global supply chains to your business strategy
- Managing risk and disruption in the value chain
- Change management in international environments
- Managing financials in global operations

APPROACH

Global Footprints takes a practical approach in addressing current challenges in global value chain management. Highly dynamic and interactive, the program offers executives the opportunity to learn through a variety of methods, including the exploration of best practice case studies, group discussions and interactive lectures.

WHO SHOULD ATTEND

- Senior-level managers responsible for strategic decisions affecting the value chain
- Senior executives responsible for translating strategy into action, from drawing board to point-of-sale
- Experienced executives from diverse areas such as finance, marketing, operations, and IT

PROGRAM STRUCTURE

TUESDAY, November 27

- Program Introduction
- Global Value Chains
- Translating Business Strategy into Action
- Competing in Rapid Innovation-based Industries
- Dynamics of Global Operations

WEDNESDAY, November 28

- Restructuring Global Enterprises
- Restructuring SME Value Chains in Central Europe
- Managing Risk in the Value Chain
- Financial Aspects of Efficient Value Chains

THURSDAY, November 29

- Adopting a New Vision
- Leading Change Management
- The Asian Value Chain
- Strategic Supply Chain Management
- Managing Disruptions

FRIDAY, November 30

- Technology and Science-based Companies
- Strategic Management of Tomorrow's Value Chains
- Program Conclusions and Wrap-Up
Marc Sachon
Academic Director
Associate Professor of Production, Technology and Operations Management, IESE
Ph.D. in Industrial Engineering and Engineering Management, Stanford University

Marc Sachon specializes in the areas of process improvement, operations strategy and their implementation. His research interests include supply-chain management, risk management and operations strategy. Prof. Sachon is the academic director of the AMP Munich, IESE’s senior management program in Germany, as well as IESE’s International Center for Logistics Research (CIIL). In addition to his academic work, Prof. Sachon has consulted for leading firms in the finance, energy, fashion, retail and pharmaceutical sectors.

Hau Lee
Thoma Professor of Operations, Information, and Technology, Stanford Graduate School of Business
Ph.D. in Operations Research, Wharton School, University of Pennsylvania

Hau Lee’s areas of specialization include supply-chain management, e-business, global logistics system design, inventory planning, information technology and manufacturing strategy. Prof. Lee is the founding and current director of the Stanford Global Supply-Chain Management Forum, an industry-academic consortium to advance the theory and practice of global supply chain management. His coauthored paper, “Information Distortion in a Supply Chain: The Bullwhip Effect”, was voted as one of the 10 most influential papers in the history of management science. He has consulted extensively in the public and private sectors and is on the board and advisory board of several logistics services and supply chain software companies.

Ahmad Rahnema
Associate Professor of Financial Management
Ph.D. in Ph.D. in Management, IESE

Ahmad Rahnema is co-editor of the International Journal of Finance Education, a member of the editorial board of the journal Harvard Deusto: Contabilidad & Finanzas, and a member of the advisory board of the European Capital Markets Institute. He has lectured at a number of universities worldwide, including Tulane (United States), CEDEP (France), Universitätssseminar der Wirtschaft Schloss Gracht (Germany), Instituto di Studi per la Direzione e Gestione di Impresa (Italy) and IPADE (Mexico). Prof. Rahnema has authored and co-authored several books and has consulted for a number of leading Spanish and international companies. His research interests include international finance, risk management and means of payment.

Paddy Miller
Professor of Managing People in Organizations, IESE
Ph.D. in Management, IESE

Paddy Miller teaches leadership and change management, focusing on leading change in multinational organizations transitioning to globalization. Prof. Miller has consulted for firms including Bulgari, IBM, Henkel, Volkswagen, Lufthansa, Standard Life Scotland and Sun Microsystems. He has worked with several CEOs and their global management teams in Europe, Africa and the United States. In 2006 the American Academy of Management recognized him for his work in the field of globally distributed teams.
Gain opportunities and market through risk and disruption management

DATES & VENUE

November 27-30, 2007
IESE Business School, Barcelona

HOW TO APPLY

To apply for a place on the program, visit www.iese.edu/GFP. Space is limited and registration is taken in strict order of acceptance. To ensure a place, early applications are encouraged.

FEES

Registration Fee: €4,500
IESE Alumni: €3,600

Fees include:

- Tuition
- Hotel accommodation
- All meals and coffee breaks during the program
- Study materials and documentation

CONTACT

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Please visit our website:
www.iese.edu/GFP

SHORT FOCUSED PROGRAMS

Managing value networks is one of various “hot topics” addressed by IESE’s Short Focused Programs.

Designed for results-oriented senior managers, IESE’s Short Focused Programs combine real-life case studies, group discussion and innovative concepts to provide practical solutions for participants’ ongoing and future business challenges.

LEARNING ENVIRONMENT

IESE Business School provides an integrated learning experience that promotes professional development and fosters meaningful exchange and networking with other program participants.
Managing value networks is one of various “hot topics” addressed by IESE's Short Focused Programs.