

2014 PROGRAM HIGHLIGHTS

Carnegie Mellon University, Pittsburgh, PA, USA

Today's global business world that is marked by ever-increasing complexity, connectivity, and interdependence. To address these challenges, Carnegie Bosch Institute unites the world-renowned strengths of the Tepper School of Business at Carnegie Mellon University and the Bosch Group, a leading global technology and services company.

As a unique alliance between academia and business, Carnegie Bosch Institute offers cutting-edge executive education programs for mid- to senior-level executives. Leaders from around the globe come together to enhance their leadership skills, knowledge, and effectiveness in the changing global business environment.

Our interactive open enrollment seminars are taught by leading international faculty, providing the global literacy that is critical for navigating this setting of increased opportunity and increased competition.

PROGRAMS FOR 2014

Global Leadership Executive Forum

May 27 - June 19, 2014

New for 2014 - Leading Innovation: Creating a Dynamic Organization

Fall 2014

Cross-Cultural and Change Management in Post-Merger Integration

September 22-26, 2014

Leadership as a Daily Challenge: An Integrated Approach

October 6-10, 2014

Leadership and Change Management in a Multicultural Context

November 17-20, 2014

“Excellent and engaging seminar, very knowledgeable faculty.”

Deputy Minister of Finance, Government of Liberia

GLOBAL LEADERSHIP EXECUTIVE FORUM

May 27 - June 19, 2014

The Global Leadership Executive Forum is Carnegie Bosch Institute's demanding flagship program. The program addresses key issues of strategy, business, and leadership. Led by world-class faculty from around the globe, the intensive four-week program integrates three focus areas in an international context:

- Managing the Business
- Managing Yourself
- Managing and Leading Others

Learning occurs in a highly interactive setting that incorporates thought-provoking lectures, case studies, small group workshops, computer-based simulations, and innovative project work with real-life business partners.

Participants will test their individual assumptions, gaining new ways of thinking about global markets, strategy, value creation, and leadership. Personal growth and leadership development are important elements of the program, with 360 degree feedback, several assessment tools, and professional coaching integrated into the curriculum.

Enrollment Fee: US \$35,900

NEW PROGRAM FOR 2014

LEADING INNOVATION: CREATING A DYNAMIC ORGANIZATION

Fall 2014

Change is happening at rapid speed — leaders must continually reinvent products and services to keep up with market demand. For competitive advantage, innovation must be an integral part of any established organization's values for its success and sustainability.

This program helps participants deal with the challenges of creating a culture that fosters innovation. Participants will engage with several unique innovation processes and explore how to integrate them into their organization's culture. Each participant will identify a specific innovation challenge and use concepts from sessions and group work to develop a personal action plan.

Highlights of the program include creating space for innovation, capitalizing on innovation processes, and using tools from the performing arts for effective communication. Participants will return to work better able to create a new mindset for innovation by stimulating creativity, maximizing resources, and involving the right people in the process.

Enrollment Fee: US \$6,700



CROSS-CULTURAL AND CHANGE MANAGEMENT IN POST-MERGER INTEGRATION

September 22-26, 2014

Mergers and acquisitions play a key role in the growth and globalization strategies of multinational companies. However, many M&A initiatives fail when leaders do not consider the people dimension of change management. These post-merger integration issues are particularly challenging when they are across borders and include complex reorganizations.

Intense complexity needs to be managed effectively during the PMI process. The integration of organizational culture, cross-cultural, and leadership aspects of change management is imperative. Focusing on these areas, this highly interactive program places particular emphasis on the human element of the pre- and post-merger integration process. Participants leave with a virtual toolbox, designed to be an immediately actionable resource for any PMI or change management project.

Enrollment Fee: US \$6,700

LEADERSHIP AS A DAILY CHALLENGE: AN INTEGRATED APPROACH

October 6-10, 2014

Today's business climate is marked by shifting global trends, increased pressure from new and different competitors, and the need to respond and adapt to change. More than ever, organizations need inspired and effective leaders in order to produce a sustainable competitive advantage.

This program helps managers develop four essential leadership competencies:

- Creating star performers, including maximizing the role of leadership and followership
- Developing effective change management tools for complex organizational environments
- Mastering informal organizational networks in order to effectively manage beyond hierarchy
- Building negotiation strategies and managing conflict in diverse teams

With its comprehensive, integrated design, the program strengthens the abilities and confidence of managers and executives to successfully lead teams in a dynamic world.

Enrollment Fee: US \$6,700

LEADERSHIP AND CHANGE MANAGEMENT IN A MULTICULTURAL CONTEXT

November 17-20, 2014

Today's global business environment is marked by change, complexity, and multicultural settings. The way in which we work has changed dramatically, leading to management and communication challenges.

This four-day program integrates two approaches that effectively address these challenges.

Cross-cultural management provides tools to successfully bridge national and organizational cultural differences. Change management focuses on the complex dynamics of the human element of change. Together, these approaches provide managers with integrated tools and proven techniques for leading diversified teams and achieving organizational change.

Participants leave this interactive program better prepared to capitalize on the complex dynamics and opportunities of today's changing business environment.

Enrollment Fee: US \$5,400

“The balance of topics was perfect — networks, negotiation, understanding followership, and change management. I am leaving optimistic that I can effectively manage change.”

Chief Marketing Officer, Michael's Stores, USA



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THE CARNEGIE BOSCH INSTITUTE ADVANTAGE

- **World-renowned university** – Throughout its history, top-ranked Carnegie Mellon University has been a birthplace of innovation. Today, CMU is known for bringing groundbreaking ideas to market and creating successful startup businesses.
- **Faculty from academia, industry, and consulting** – Our program content is delivered by industry experts and consultants from around the world, as well as academics from Carnegie Mellon and other top universities.
- **Human element** – Understanding how people react to change, perceive the world around them, and work most effectively are keys to success in today's business environment. Our programs focus on the people factor, or human element of leadership.
- **Engaging classroom experience** – Our faculty's dynamic, interactive teaching style is supported by hands-on projects, team exercises, and other experiential learning elements. A small class size contributes to the intimate and effective learning atmosphere.

ABOUT CARNEGIE BOSCH INSTITUTE

The Carnegie Bosch Institute is a unique alliance between the renowned Carnegie Mellon University in Pittsburgh, Pennsylvania (USA) and the Bosch Group, a leading global supplier of technology and services in the areas of automotive technology, industrial technology, and consumer goods, and energy and building technology, headquartered in Stuttgart (Germany). The Institute was established as an entity within the Tepper School of Business at Carnegie Mellon in 1990 through a major endowment provided by the Bosch Group. The Carnegie Bosch Institute is positioned at the intersection of academia and industry. The mission of the Institute is to improve international management and leadership by advancing the understanding of both managers and researchers of fundamental issues related to global business. In order to do this, we sponsor four academic chairs, fund research projects focusing on the management of international corporations, and provide innovative executive education programs targeted to the needs of global executives and companies.