

IBSS EXECUTIVE EDUCATION OPEN ENROLMENT PROGRAMME

'MUST HAVE' LEADERSHIP SKILLS FOR TODAY'S CHINA MARKET

Date: February 23, 2022 (10 evening or weekend sessions)

Language: English

Teaching Mode: 8 virtual evening sessions; 1 weekend live double-session

TARGET PARTICIPANTS

Foreign or Chinese executives welcome. Designed for mid-level managers working in or with China who seek to advance their careers and prepare for future roles as top executives.

INTRODUCTION

This programme delivers first-hand advice, insights and strategies from current China CEOs, i.e. top executives currently leading large-scale multinational companies across China. The class is designed for up-and-coming mid-level managers (both Chinese and foreigners) who seek to develop the skills of a top executive and advance their careers towards the CEO or entrepreneurs. Dr. Laurie Underwood, Sr. Associate Professor of Management (Adjunct) at IBSS of XJTLU draws upon her experience as a professor, consultant and business book author to share the best practices of real-life CEOs leading the China operations of Coca Cola, L'Oréal, Tata, Sony, Philips, IKEA, Microsoft and other high profile, successful MNCs.

BENEFITS

By the time you complete the programme, you will be able to:

- Identify the skills, qualities and knowledge that you need to rise to the position of "CEO" of an international company based in today's China
- Gain a clear understanding of your strengths and weaknesses as a future CEO
- Create a customized Professional Leadership Skills Development Action Plan and a specific Leadership Development Initiative relevant to your current work



PROGRAMME FACULTY



LAURIE UNDERWOOD

Sr Associate Professor of Management (Adjunct)

Dr. Underwood has spent more than 20 years studying and working in Greater China in the field of Corporate Communications and Cross-Cultural Business Communications. She teaches "International Marketing" to the IBSS International MBA as well as courses on communications and marketing to undergraduate students, and is a Sr. Consultant with Sino-Associates. With CEIBS MBA Associate Dean Juan Fernandez, she has co-authored China CEO (Wiley, 2006), China Entrepreneur (Wiley, 2009) and China CEO II (Wiley, 2020). She has an MBA and CMO from CEIBS, and DBA from Grenoble Ecole de Management. She is a contributing researcher on the CEIBS CSR White Paper 2019, 2020 and 2021.

PROGRAMME SCHEDULE

The programme consists of 10 sessions, and the programme schedule can be seen as follows:

Programme Schedule				
Session	Dates	Time	Topic	Mode
1	Wednesday, February 23	19:30-21:00	Prerequisites of a China CEO	LIVE Virtual
2	Wednesday, March 2	19:30-21:00	Leading large teams in today's China	
3	Wednesday, March 9	19:30-21:00	Navigating China's digital revolution	
4	Wednesday, March 16	19:30-21:00	Satisfying China's changing consumers	
5	Wednesday, March 23	19:30-21:00	Facing China's fast-evolving domestic competitors	
6	Wednesday, March 30	19:30-21:00	Leading successful government relations & Headquarter relations departments	
7	Wednesday, April 6	19:30-21:00	Crisis Management & Change Management	
8	April 1-April 15, to be arranged with students	1 hour individual coaching	Individual online coaching session with professor: Presentation Practice & Leadership Self-Assessment Coaching	
9 & 10	Saturday, April 16	9:00-12:30	Assessing one's leadership qualities. Creating a customized a Leadership Development Action Plan	On-Campus

FEE: RMB 6,000

- Programme fee includes tuition, case licensing fee, tea break (for on-campus class) and other course materials
- Certificate issued by International Business School Suzhou at XJTLU will be awarded to participants after completing the programme
- The programme size is no more than 24 participants

DISCOUNT

Alumni price: 20% tuition discount for XJTLU alumni.

HOW TO APPLY?

Applicants can apply for the programme by scanning the QR code as follows:



NOTIFICATION

To ensure the continuity and quality of your learning, you are required to make proper arrangements to attend, according to the programme schedule released by IBSS. We cannot make up missed lessons or confer you with the certificate of completion if you are absent from the course for personal reasons. IBSS reserves the right to amend information on this programme including price, discount, date, location, faculty, daily schedule and other details.

CONTACT INFORMATION

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