

**INSEAD**

The Business School  
for the World®

General Management  
Programmes 2010/2011

## Comparison grid

Executive Education

Expand your thinking. Make an impact.

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	<b>Advanced Management Programme</b>	<b>Transition to General Management</b>	<b>Management Acceleration Programme</b>	<b>Asian International Executive Programme</b>	
<b>Participant profile</b>	<ul style="list-style-type: none"> <li>— Senior executives such as CEOs, heads of business units, geographical regions or corporate functions</li> <li>— An average of 12 years' management experience, with at least five years in general management positions with significant P&amp;L and cross-functional responsibilities</li> </ul>	<ul style="list-style-type: none"> <li>— Senior functional or technical managers about to make the transition to general management or recently appointed general managers</li> <li>— At least eight years' management experience with an outstanding track record in one or more functional areas of business</li> </ul>	<ul style="list-style-type: none"> <li>— Emerging leaders early in their careers as managers, or high-value individual contributors close to gaining management responsibilities</li> <li>— Those having potential for future senior general management position/role typically graduates with at least five years' work experience in a role with some operating, corporate or management responsibility</li> </ul>	<ul style="list-style-type: none"> <li>— Executives with at least eight years' management experience, or newly appointed general managers</li> <li>— Typically participants already work in Asia (or are preparing to) or have responsibilities that are specific to the region</li> </ul>	<b>Participant profile</b>
<b>Programme content</b>	<ul style="list-style-type: none"> <li>— Structured reflection by participants into how they exercise judgement</li> <li>— Coaching and feedback to go beyond the science of management to the craft of being a senior leader</li> <li>— Focus on the objective functions of senior leaders as defined by diverse stakeholders, and the constraints and opportunities offered by the external environment</li> <li>— Organisational levers that leaders use to achieve goals and how they become more effective in achieving these goals through a deeper understanding of themselves</li> </ul>	<ul style="list-style-type: none"> <li>— In-depth examination of the foundations of business, to reinforce expertise in leading the value-generation process for successful transition to general management</li> <li>— Self-awareness and leadership style is developed within a unique group of peers from other cultures, industries and backgrounds</li> <li>— Using rigorous frameworks and tools, participants learn how to make effective decisions that create significant value</li> <li>— Optional fifth-week business simulation that integrates past experience, new-found skills and knowledge into a global perspective</li> </ul>	<ul style="list-style-type: none"> <li>— Fundamental business principles and skills necessary for a thorough foundation in general management, to develop a deeper and broader level of competence in key functional disciplines</li> <li>— Conceptual frameworks and reflective learning processes, to develop the knowledge, awareness and abilities to exercise leadership in and across teams</li> <li>— A broader perspective of the business and the connection of everything learned on the programme to achieving a value creating perspective</li> </ul>	<ul style="list-style-type: none"> <li>— Understanding of the principles and context for general management and value creation through thorough investigation of: strategy; finance and management accounting; crisis and consumption</li> <li>— The fundamentals of efficient management in a changing world, including judgement and decision making, and marketing, set within an Asian context</li> <li>— Practical advice on how to turn global strategy into Asian solutions</li> </ul>	<b>Programme content</b>
<b>Key benefits</b>	<ul style="list-style-type: none"> <li>— Gain insights that challenge your assumptions</li> <li>— Develop greater confidence – by testing your assumptions and making them more robust</li> <li>— Actionable knowledge – harnessing the knowledge you already have into workable action plans</li> </ul>	<ul style="list-style-type: none"> <li>— More effective decision making at a general management level and enhanced leadership skills, giving you increased confidence and managerial impact</li> <li>— Develop a keen understanding of how to 'manage for value' (using the INSEAD developed 'Blue Line Management' concept)</li> <li>— Integrate your knowledge and skills in a programme format that meets your busy schedule</li> </ul>	<ul style="list-style-type: none"> <li>— Become a more confident manager ready for new responsibilities, with new knowledge, skills and self-awareness</li> <li>— Focus on creating value and providing leadership to become a more effective manager</li> <li>— Return to the office ready to make an immediate impact with a fresh perspective encompassing the bigger business picture and a longer-term view</li> </ul>	<ul style="list-style-type: none"> <li>— Greater insight into business fundamentals and confidence to lead across functions and geographical borders, to meet the new challenges of senior management</li> <li>— Acquire a new approach to strategy, processes and up-to-date business models in an Asian context</li> <li>— Framework and theories plus panel discussions focusing on current issues faced by Asian countries</li> </ul>	<b>Key benefits</b>
<b>Length</b>	— 4 weeks + 1 week optional residential segment for alumni	— 2x2 weeks modular (optional 5 <sup>th</sup> week integrated business simulation module)	— 3 weeks or 2 weeks + 1week	— 2 weeks	<b>Length</b>
<b>Location</b>	— Fontainebleau + Singapore	<ul style="list-style-type: none"> <li>— Fontainebleau + Fontainebleau</li> <li>— Fontainebleau + Singapore</li> <li>— Fontainebleau + Abu Dhabi</li> </ul>	<ul style="list-style-type: none"> <li>— Fontainebleau</li> <li>— Singapore + Fontainebleau</li> </ul>	— Singapore	<b>Location</b>