

Ivey Consortium Executive Program (ICE)

Description

Through the ICE program, executives will deepen their understanding of key business functions and strengthen their leadership and strategic planning skills. This 12-day program is delivered in 4 modules over a 6-month period:

- **Strategic Marketing Planning**
(Mar 20-22, 2007)
- **Leadership & Change Management**
(Jun 4-6, 2007)
- **Managing Financial Performance & Resources**
(Aug 27-29, 2007)
- **Strategic Analysis & Action**
(Oct 3-5, 2007)

Key Learning Objectives

- Understand strategic analysis, planning & action
- Enhance your personal and organizational leadership abilities
- Master the management of change
- Identify and pursue market opportunities
- Examine the management of financial performance
- Leverage capabilities and resources effectively

Target Audience

Executives with ten or more years of management experience. It is assumed that participants of this program have a role in the development of organizational or business unit strategy.

Class size

Typical class size is 30-35 executives from 5-7 organizations. Each organization enrolls 5-8 executives.

Costs

- US\$8,400 per participant
- One-time US\$3,000 organizational membership fee for new members

For more information, call us at +852 2808 4488 or email executives@ivey.com.hk
Please also visit www.ivey.com.hk/executive