



ADVANCED MANAGEMENT PROGRAM

Duke University Executive Education

Program Description

Understand how to become a truly global business leader—one who is able to lead both collaboratively and innovatively in today's rapidly changing business environment. To help you meet these challenges, we have redesigned the Advanced Management Program (AMP) to help leaders like you acquire the skills needed to excel in this ever-changing environment.

One of the program's most valuable assets is its close relationship with Duke Corporate Education, which is repeatedly ranked by trusted business publications like Financial Times and BusinessWeek as the world's leading provider of custom executive education. This relationship enables you to learn from the best practices of the world's leading organizations.

Our enhanced AMP class focuses on the fundamental issues facing today's business leaders, including geo-political dynamics, emerging financial power brokers, unprecedented levels of innovation, and daunting social challenges. To be successful now and in the future, you and your organization must:

- Adopt a global business perspective
- Implement a model of enterprise leadership
- Develop strategies to grow the business and innovate
- Strive for exceptional execution

Location

Duke University
Durham, N.C.

Upcoming Program Dates

Session I: April 19 – May 1, 2009
Session II: June 7 – 19, 2009

Session I: Sept. 13 – 25, 2009
Session II: Nov. 8 – 20, 2009

Session I: April 18 – 30, 2010
Session II: June 13 – 25, 2010

Program Length

Two, two-week sessions at Duke, with a six-week virtual intersession.

Cost

\$43,000 (Includes tuition, instructional materials, accommodations, meals and supplemental activities. Airfare and transportation to and from the airport are not included.)

Who Should Attend

Executives and senior managers with at least 15 years of professional experience.

Duke Executive Education

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Learning Outcomes

If you are on a mission to be successful in the business environment of the 21st Century, our Advanced Management Program will empower you with the skills and knowledge to exceed personal and professional expectations.

You will:

- Develop a deep global perspective, not just how to shake hands with another culture, but how does it think and do business and why?
- Become a global leader, able to lead in a complex world, able to lead from the c-suite and to lead collaboratively
- Understand how to disseminate and execute strategy
- Increase business acumen by understanding how a business makes money and how it grows and how to leverage global financial opportunities
- Strengthen decision-making skills
- Become a responsible corporate citizen by understanding and reacting to the global problems facing business
- Understand the drivers and opportunities for innovation and gain insights to the leading thinking that is happening now that will shape the future of business

Duke's Advanced Management program goes deep into each topic and theme and leverages other disciplines, such as health care, environment, and engineering. The course will engage participants in a developmental experience that is vital for a successful executive to know and act upon. Participants will also network with successful peers from a wide range of organizations and countries and will learn from the best educators from The Fuqua School of Business, Duke University, and other leading educational institutions.

Learn more or apply today:
www.ee.fuqua.duke.edu

Program Schedule

Pre-Work

Participants self-assess proficiency on basic financial concepts via IVY, complete Kolb's Learning Styles Inventory assessment tool, complete a 360 online assessment tool, enter a technology platform for pre-work and intersession work.

Week 1: Global Perspective

Sunday	Orientation, Team Building, Reception
Monday	The World Economy: Globalization
Tuesday	Islamic Culture and World View, Examination of Emerging Markets
Wednesday	Global Asset Management
Thursday	Journalism Experience
Friday	Intercultural Management, Leading in a Global Environment
Saturday	The Connection Between Physical Fitness & Executive Leadership

Week 2: Enterprise Leadership

Sunday	Preparation for Week 2
Monday	Leading the Enterprise
Tuesday	Joint Executive Leadership, Negotiation and Consensus Building
Wednesday	Leading Change from the C-Suite, Creating a Culture of Innovation
Thursday	Leading & Developing Others, 1:1 Coaching, Personal Creativity
Friday	Duke Basketball Experience

Six Week Intersession—Return To Work—Virtual Learning

Week 3: Business Innovation and Social Relevance

Sunday	Welcome Back and What I Did During My Intersession Break
Monday	Marketing Innovations & Duke Interactive Virtual Environment (DIVE)
Tuesday	Cutting Edge Trends on the Horizon and DIVE
Wednesday	Competitive Strategy: New Rules, New Games
Thursday	Global Crisis: Environment, Global Crisis: Health Care
Friday	On Trial
Saturday	Growth through Joint Ventures and Acquisitions—Keys to Success

Week 4: Execution

Sunday	Preparations for Week 4
Monday	The Discipline of Getting Things Done, 21st Century Innovation
Tuesday	Executive Decision Making from The C-Suite
Wednesday	Creating the Executive Storyline, Personal Action Planning
Thursday	Afterburner and Graduation Dinner
Friday	Being a Consequential Leader

Final schedule subject to change.