

# ADVANCED MANAGEMENT PROGRAM

## Duke University Executive Education

### Program Description

Duke's Advanced Management Program (AMP) develops global business executives who can lead collaboratively and innovatively in today's rapidly changing environment. The program is designed for:

- Upper and mid-level executives with at least 15 years of experience who have the recognized potential to move into a more senior executive position or role with global responsibility
- Senior executives holding responsibility for corporate or divisional strategy and implementation

### Learning Outcomes

- Broader and deeper understanding of the complexities, challenges and opportunities of the global economy
- Expanded perspective from structured interactions with thought leaders and peers across a broad cross-section of global companies and cultures
- Improved capability to demonstrate consequential leadership, lead change and create positive, sustainable differences in an organization

### Program Differences

#### Business Centric

- **Work-friendly format:** The two-2 week session format around one six week intercession allows participants the opportunity to apply concepts learned in class to their own organizations, and then further refine their approach before returning to work at the conclusion of the program.
- **Collaboration with Duke Corporate Education:** This program was designed by Duke Corporate Education, ranked #1 for seven straight years by the Financial Times as the best global provider of customized executive education.

### Location

Duke University  
Durham, NC

### Upcoming Program Dates

**Session I:** September 12-24, 2010

**Session II:** November 7-19, 2010

**Session I:** May 1-13, 2011

**Session II:** June 12-24, 2011

**Session I:** September 11-23, 2011

**Session II:** November 6-18, 2011

### Program Length

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

### 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 Agenda:** Our design is done “from the outside in,” translating the complex world into learning needs and educational content for today’s leaders, rather than starting with a presumed set of learning needs.
- **Orchestrator:** Rather than an Academic Director, we offer a consultant model that is the thread that pulls the program and its learning content together. The orchestrator spends time with each participant before the program to help them set personal learning objectives and establish a personal learning agenda. The orchestrator also works with the faculty to help them calibrate the learning dynamics of the group and adapt their session for maximum effectiveness. The orchestrator weaves the program sessions together into a meaningful whole.

#### Themes

- **Focus on Consequential Leadership:** All session topics connect to the concept of making a significant, positive difference in the future performance of your organization. Our goal is to create leaders who can design, effectively lead and implement change.
- **Experiential Learning:** Participants learn by doing and processing experiences. Our program involves extensive use of Metaphoric Learning Experiences™, an approach pioneered by Duke Corporate Education.
- **Lifelong Learning:** The program stresses a learning process for monitoring and understanding the global landscape, and converting the implications into an action plan. The learning process teaches leaders how to be curious thinkers and is the basis for continued lifetime learning over their careers.

#### 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

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

##### Week 2: Enterprise Leadership

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

##### Six Week Intersession—Return To Work—Virtual Learning

##### Week 3: Business Innovation and Social Relevance

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

##### Week 4: Execution

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

*Final schedule subject to change.*