

MASTER CLASS **EXECUTIVE PROGRAMME**

COURSE DATES

7-9 June 2023

IESE Campus

Barcelona

11-15 September 2023

UCLA Anderson Campus

Los Angeles

30 October - 2 November 2023

Columbia University & IESE Campus

New York



DIGITAL TECHNOLOGIES

A mini-MBA for top media executives in partnership with three of the world's top business schools, IESE Business School , UCLA Anderson School of Management & Columbia University.

WHO IT'S FOR

This programme is intended for executives from media organizations who will develop future winning strategies and new visions

Candidates should:

- Be Members of the executive committee, heads of a major business unit or senior functional heads
- Have at least 10 years' experience in a senior position
- Have good working knowledge of English

SKILLS LEARNT

- **Business**
- **Innovation**
- **Strategy**

SCHEDULE

- Barcelona : 7 - 9 June 2023
- Los Angeles: 11 - 15 September 2023
- New York: 30 October - 2 November 2023

FEES

€ 19'500

PROGRAMME OUTLINE

Module 1: A digital mindset IESE Campus, Barcelona

- Latest trends in strategic business thinking
- Platform strategy, social media, new competitors from the dot.com sector
- Applying models to create value at each level of a service business

Module 2: A business mindset UCLA Anderson Campus, Los Angeles

- Financial strategy
- Achieving Extraordinary Outcomes through leadership excellence
- Branding in the new normal.
- Brand management and Personal branding

Module 3: Future strategies Columbia University & IESE Business School, New York

- The future of news: How to encourage experimentation in terms of storytelling or with product
- How to build capacities in media innovation
- Scenario planning

CERTIFICATION

After completing all three modules, you will be awarded the EBU Academy Executive Programme Diploma, delivered jointly by IESE; UCLA & Columbia.

CONTACT

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