

EXECUTIVE PROGRAMME

COURSE DATES

12 – 14 June 2024

IESE Campus
Barcelona

9 – 13 September 2024

UCLA Anderson Campus
Los Angeles

5 – 8 November 2024

Columbia University & IESE Campus
New York



EBU ACADEMY EXECUTIVE PROGRAMME

A mini-MBA for top media executives in partnership with three of the world's top universities: 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

SCHEDULE

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- New York: 5 – 8 November 2024

QUOTE

"The EBU Academy Executive Programme offers accurate insights on the media industry, up to date methods to innovate, lots of high level talks. And the unique opportunity to share with a brilliant group of fellow public service media leaders."

Pierre-Olivier Volet, Editor-in-chief at RTS, Executive Programme 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

- Competitive strategy and pricing
- Achieving Extraordinary Outcomes through leadership excellence
- 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 storytelling and product design
- Scenario planning
- From disruptive innovation to implementing changes

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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