



**EXECUTIVE
ACADEMY**



Professional MBA Marketing & Sales (2010–2012)

November 3–7, 2010	Wed–Sun	Teambuilding/Managing People and Organizations
December 9–12, 2010	Thu–Sun	Data Analysis and Decision Making/Competitive Analysis and Strategy
January 25–30, 2011	Tue–Sun	Operations Management/Marketing Management/Financial Reporting
March 3–6, 2011	Thu–Sun	Global Markets/Financial Management
April 7–10, 2011	Thu–Sun	Information Systems Management/Controlling
May 19–22, 2011	Thu–Sun	Entrepreneurship and Innovation/Managerial Economics
June 23–26, 2011	Thu–Sun	Ethics and Corporate Social Responsibility/Leadership
October 11–16, 2011	Tue–Sun	Managing your Brands and Communication
November 24–27, 2011	Thu–Sun	Managing your Marketing Financials
January 18–22, 2012	Wed–Sun	Managing your Customer Relations
February 21–26, 2012	Tue–Sun	Managing your Channels/Managing your Personal Selling Performance

Contents are subject to change



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Program Schedule Overview

2010

SEPTEMBER					OCTOBER					NOVEMBER					DECEMBER						
Mon	6	13	20	27	Mon	4	11	18	25	Mon	1	8	15	22	29	Mon	6	13	20	27	
Tue	7	14	21	28	Tue	5	12	19	26	Tue	2	9	16	23	30	Tue	7	14	21	28	
We	1	8	15	22	29	We	6	13	20	27	We	3	10	17	24	We	1	8	15	22	29
Thu	2	9	16	23	30	Thu	7	14	21	28	Thu	4	11	18	25	Thu	2	9	16	23	30
Fri	3	10	17	24	Fri	1	8	15	22	29	Fri	5	12	19	26	Fri	3	10	17	24	31
Sat	4	11	18	25	Sat	2	9	16	23	30	Sat	6	13	20	27	Sat	4	11	18	25	
Sun	5	12	19	26	Sun	3	10	17	24	31	Sun	7	14	21	28	Sun	5	12	19	26	

2011

JANUARY					FEBRUARY					MARCH					APRIL						
Mon	3	10	17	24	31	Mon	7	14	21	28	Mon	7	14	21	28	Mon	4	11	18	25	
Tue	4	11	18	25	31	Tue	1	8	15	22	Tue	1	8	15	22	29	Tue	5	12	19	26
We	5	12	19	26	We	2	9	16	23	We	2	9	16	23	30	We	6	13	20	27	
Thu	6	13	20	27	Thu	3	10	17	24	Thu	3	10	17	24	31	Thu	7	14	21	28	
Fri	7	14	21	28	Fri	4	11	18	25	Fri	4	11	18	25	Fri	1	8	15	22	29	
Sat	1	8	15	22	29	Sat	5	12	19	26	Sat	5	12	19	26	Sat	2	9	16	23	30
Sun	2	9	16	23	30	Sun	6	13	20	27	Sun	6	13	20	27	Sun	3	10	17	24	

MAY					JUNE					JULY					AUGUST						
Mon	2	9	16	23	30	Mon	6	13	20	27	Mon	4	11	18	25	Mon	1	8	15	22	29
Tue	3	10	17	24	31	Tue	7	14	21	28	Tue	5	12	19	26	Tue	2	9	16	23	30
We	4	11	18	25	We	1	8	15	22	29	We	6	13	20	27	We	3	10	17	24	31
Thu	5	12	19	26	Thu	2	9	16	23	30	Thu	7	14	21	28	Thu	4	11	18	25	
Fri	6	13	20	27	Fri	3	10	17	24	Fri	1	8	15	22	29	Fri	5	12	19	26	
Sat	7	14	21	28	Sat	4	11	18	25	Sat	2	9	16	23	30	Sat	6	13	20	27	
Sun	1	8	15	22	29	Sun	5	12	19	26	Sun	3	10	17	24	31	Sun	7	14	21	28

SEPTEMBER					OCTOBER					NOVEMBER					DECEMBER						
Mon	5	12	19	26	Mon	3	10	17	24	31	Mon	7	14	21	28	Mon	5	12	19	26	
Tue	6	13	20	27	Tue	4	11	18	25	Tue	1	8	15	22	29	Tue	6	13	20	27	
We	7	14	21	28	We	5	12	19	26	We	2	9	16	23	30	We	7	14	21	28	
Thu	1	8	15	22	29	Thu	6	13	20	27	Thu	3	10	17	24	Thu	1	8	15	22	29
Fri	2	9	16	23	30	Fri	7	14	21	28	Fri	4	11	18	25	Fri	2	9	16	23	30
Sat	3	10	17	24	Sat	1	8	15	22	29	Sat	5	12	19	26	Sat	3	10	17	24	31
Sun	4	11	18	25	Sun	2	9	16	23	30	Sun	6	13	20	27	Sun	4	11	18	25	

2012

JANUARY					FEBRUARY					MARCH					APRIL						
Mon	2	9	16	23	30	Mon	6	13	20	27	Mon	5	12	19	26	Mon	2	9	16	23	30
Tue	3	10	17	24	31	Tue	7	14	21	28	Tue	6	13	20	27	Tue	3	10	17	24	
We	4	11	18	25	We	1	8	15	22	29	We	7	14	21	28	We	4	11	18	25	
Thu	5	12	19	26	Thu	2	9	16	23	Thu	1	8	15	22	29	Thu	5	12	19	26	
Fri	6	13	20	27	Fri	3	10	17	24	Fri	2	9	16	23	30	Fri	6	13	20	27	
Sat	7	14	21	28	Sat	4	11	18	25	Sat	3	10	17	24	31	Sat	7	14	21	28	
Sun	1	8	15	22	29	Sun	5	12	19	26	Sun	4	11	18	25	Sun	1	8	15	22	29

■ MBA Modules