



**EXECUTIVE  
ACADEMY**



# Professional MBA Marketing & Sales (2011–2013)

## Group A

October 26 - 30, 2011	Wed - Sun	Teambuilding/Managing People & Organizations
November 29 - December 4, 2011	Tue - Sun	Competitive Analysis & Strategy/Financial Reporting/ Data Analysis & Decision Making
January 12 - 15, 2012	Thu - Sun	Financial Management/Operations Management
February 4 - 5, 2012	Sat - Sun	Marketing Management
February 16 - 17, 2012	Thu - Fri	Entrepreneurship & Innovation
March 22 - 25, 2012	Thu - Sun	Informations Systems Management/Controlling
May 3 - 6, 2012	Thu - Sun	Global Markets/Managerial Economics
June 7 - 10, 2012	Thu - Sun	Ethics & Corporate Social Responsibility/Leadership
October 2 - 7, 2012	Tue - Sun	Managing your Brands & Communication
November 8 - 11, 2012	Thu - Sun	Managing your Marketing Financials
January 16 - 20, 2013	Wed - Sun	Managing your Customer Relations
February 19 - 24, 2013	Tue - Sun	Managing your Channels/ Managing your Personal Selling Performance

Contents are subject to change

■ Business Core - Group A ■ Specialization



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# Professional MBA Marketing & Sales (2011–2013)

## Group B

October 26 - 30, 2011	Wed - Sun	Teambuilding/Managing People & Organizations
November 22 - 27, 2011	Tue - Sun	Competitive Analysis & Strategy/Financial Reporting/ Data Analysis & Decision Making
January 19 - 22, 2012	Thu - Sun	Financial Management/Operations Management
February 4 - 5, 2012	Sat - Sun	Marketing Management
February 25 - 26, 2012	Sat - Sun	Entrepreneurship & Innovation
March 29 - April 1, 2012	Thu - Sun	Informations Systems Management/Controlling
April 26 - 29, 2012	Thu - Sun	Global Markets/Managerial Economics
May 31 - June 3, 2012	Thu - Sun	Ethics & Corporate Social Responsibility/Leadership
October 2 - 7, 2012	Tue - Sun	Managing your Brands & Communication
November 8 - 11, 2012	Thu - Sun	Managing your Marketing Financials
January 16 - 20, 2013	Wed - Sun	Managing your Customer Relations
February 19 - 24, 2013	Tue - Sun	Managing your Channels/ Managing your Personal Selling Performance

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