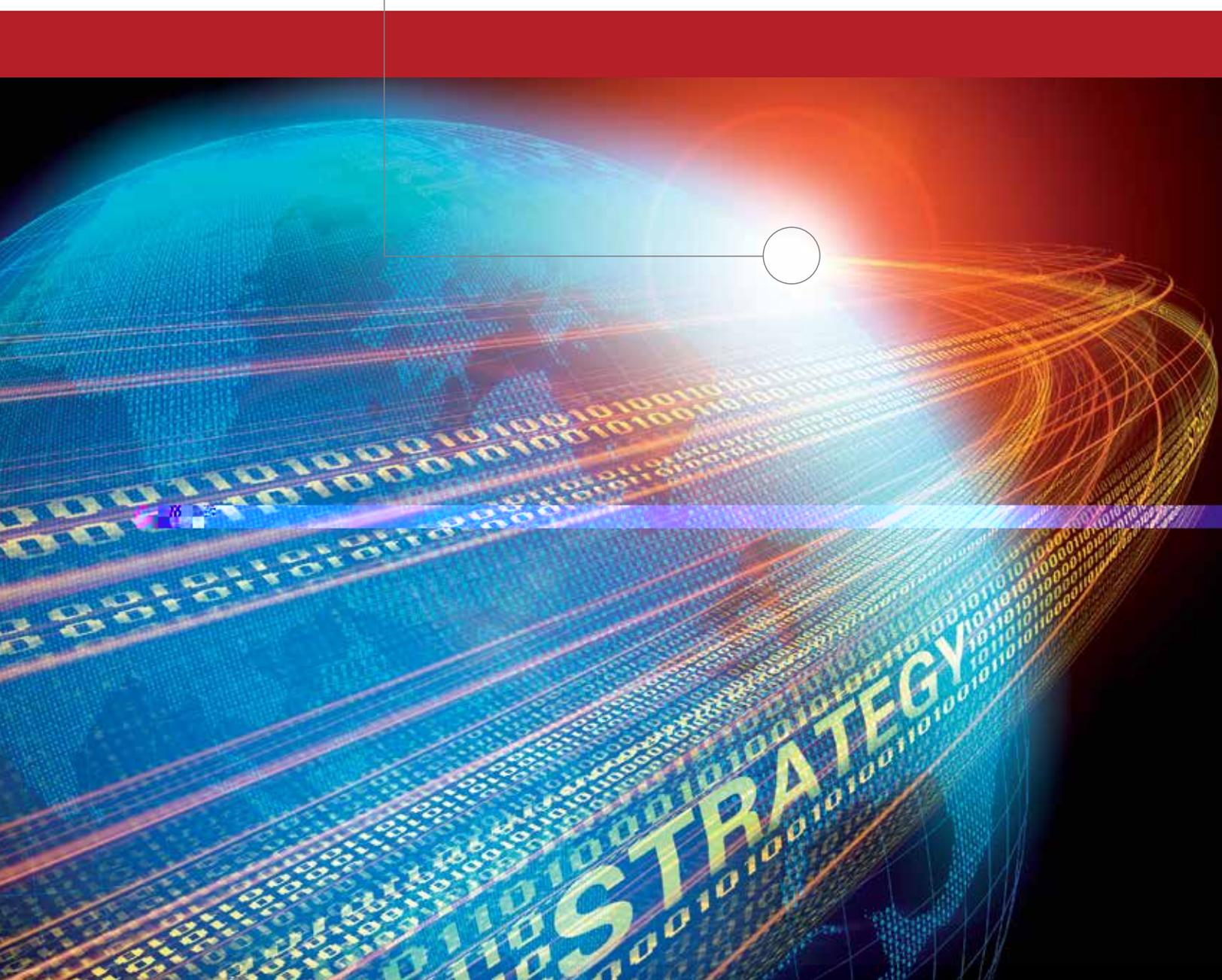


BUSINESS STRATEGY AND OPERATIONAL EXECUTION: BSOE **BRIDGING THE DIVIDE**

New York City / San Francisco

September 15–19, 2014 / November 17–21, 2014



THE PROGRAM

Today's executives face an increasingly complex and competitive world. Being successful takes more than expertise in finance, marketing, or any other single discipline. Executives must be able to draw insights from across the organization and read cues from the global environment. They need to understand the interlocking factors that influence and complement one another and then get everyone aligned and moving in one direction to create value.

This program gives senior executives a unique strategic perspective as well as effective operational tactics that can be used to achieve business goals. The distinctive design of the program (on both U.S. coasts and with a break between the two weeks) allows participants to learn, experience, use and reflect on their new business knowledge.



THE JOURNEY

Coast-to-Coast Perspective and Global Trends

The program comprises two one-week residential modules. The first week is held at Wharton in San Francisco and the second is held at IESE Business School's New York Center. Each week includes site visits to trend-setting corporations and organizations, along with a specific focus on global regions.

THE EXPERIENCE

Tailored to the Needs of Today's Executives

The program is ideally suited for senior leaders responsible for key business areas who may have recently assumed broader responsibilities. Opportunities to engage with peers reinforce insights while allowing executives to develop a strong network with people who face similar challenges in multinational companies.

THE KNOW-HOW

Business Simulation Tests Reinforce Knowledge

Discover tools and frameworks for creating effective business strategies. Knowledge is quickly forged through rapid immersion in a realistic business simulation that works through the key drivers affecting a company's business operations.

THE RESULTS

Bridge Between Long-Term Strategy and Daily Operations

Hone capabilities and better understand the connections between strategy execution, operational excellence, marketing metrics and change management. Return to the office with an evolved strategic and operational mindset, prepared to take on the challenge of identifying new business models and putting them into practice to accelerate your business.

A POWERFUL ALLIANCE

Business Strategy and Operational Execution: Bridging the Divide is led by two world-renowned business schools: IESE Business School and the Wharton School of the University of Pennsylvania.



IESE BUSINESS SCHOOL



IESE is consistently ranked among the world's leading business schools. With campuses in Europe, New York City and Sao Paulo, and an office in Munich, the school seeks to develop business leaders with a global mindset and a general management approach to make a positive impact on society. IESE's alumni network includes more than 40,000 graduates working in some 100 countries.

IESE is the graduate business school of the University of Navarra, which is an initiative of Opus Dei, a personal Prelature of the Roman Catholic Church. Ethical principles based on the Christian tradition are the hallmark of a responsible notion of leadership and management, and a positive view of companies in society.



THE WHARTON SCHOOL



Founded in 1881 as the first collegiate business school, the Wharton School of the University of Pennsylvania is recognized globally for intellectual leadership and ongoing innovation across every major discipline of business education. With a broad global community and one of the most published business school faculties, Wharton creates economic and social value around the world.

The School has 5,000 undergraduate, MBA, executive MBA and doctoral students; more than 9,000 participants in executive education programs annually; and a powerful alumni network of 92,000 graduates.

PROGRAM STRUCTURE



MODULE 1: New York City IESE Business School

- Leadership intelligence for cross-cultural teams and key success factors for business transformation
- Understanding of global financial markets to prepare your company for growth
- Approaches to rethinking your innovation processes
- Trends in the global marketplace that can benefit your company
- Insights into linking strategy with operational excellence and value creation
- Site visits to some of the world's top retailers, and a major media and entertainment company

MODULE 2: San Francisco The Wharton School

- Strategic insights in a changing business environment
- In-depth view of technology and how to define your strategy to achieve competitive advantage in a digital age
- Techniques for building a successful global brand
- Theory and execution combined in a practical business simulation
- Site visit to best-of-breed technology company in Silicon Valley



BUSINESS SIMULATION

Theory meets practice in a competitive strategy simulation that makes the learning real and dramatizes the connection between management decisions and business results. This is where it all comes together, as executives apply the concepts learned to a true-to-business-life scenario.

Specifically designed to support the curriculum, the simulation provides a front-row seat on how the dynamic complexity of all functional areas of a business come together to execute a strategy that creates value and achieves goals. Threads of business acumen and leadership are woven together to create a holistic experience.



VENUES



ADMISSIONS PROCESS

APPLICATIONS

Applications are accepted throughout the year, but should be received at least two months prior to the program's start date. Early application is encouraged. Late applications will be considered if space is still available.

Applications are thoroughly reviewed by the program's Admissions Committee, which comprises representatives from IESE and Wharton.

Due to class size restraints (maximum cohort of 50 executives) and the program's need to maintain a balanced mixture of backgrounds, it is possible that even highly qualified applicants may not be admitted.

Candidates can apply on line at: www.iese.edu/bsoe

FEE

The program fee of \$21,000 includes tuition, all reading and classroom materials, hotel accommodations and most meals for both weeks in San Francisco and New York City.

It does not include travel expenses.

Full payment is due on August 4, 2014.

Cancellations must be received in writing. Cancellations received more than 45 days prior to a program's start date will incur a charge of 10 percent of the full tuition; for cancellations received between seven and 45 days prior to a program's start date, 30 percent of the full tuition will be charged. Cancellations received less than seven days prior to a program's start date will incur a charge of 100 percent of the full tuition. If a registrant fails to attend without notification or if a withdrawal occurs on or after a program start date, full tuition will be forfeited.

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“This one-of-a-kind program, run by two of the world’s top business schools, helps participants return to the office with an evolved strategic and operational mindset, so they can achieve business goals in an increasingly competitive global marketplace.”

Prof. Pedro Videla - Academic Director
IESE Business School

“A practical state-of-the-art business simulation - combined with global market insights, company visits, faculty experts, and relevant speakers - helps ensure that the theory participants learn can be readily put into practice. ”

Prof. Karl Ulrich - Faculty Director
The Wharton School



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