



INTERNATIONAL
SCHOOL OF MANAGEMENT

International Summer Camp 2015

“The art of strategy”

Professor Dr. Eyden Samunderu (PhD Strategic Management)

Dates: 29.06.2015 – 03.07.2015



Hot topics include:

Is the African Market being geared for a game changer in international business? A Management synopsis on global business dynamics

How corporate leaders drive transformation – complexities and challenges of organisational renewal

Drafting and implementing a robust strategy

Is your business model sustainable in its current form?

Are you:

Driven by adrenaline to make a mark on the business platform?

Hungry to make a quantum leap in today's competitive global market place?

A risk taker in business?

Ready to take the challenges of developing leadership skills in a real business setting?

Prepared to make strategic decisions in very tight market conditions?

Ready to demonstrate stamina in business?

If you can yes to at least one of these questions then certainly this workshop is for you

Who should attend?

- Students studying business at both undergraduate and graduate level.
- Students searching for an international management career
- Business risk takers – venture capitalists
- International economics students
- Fluency in English
- Above all....if you are motivated, focused, willing to learn and enjoy the realms of business

Schedule of Workshop – 5 Days

Prerequisites: Higher education certificate

Language of Instruction: English

Recommended ECT: 5

Workshop Description

The International Business Game is designed to equip business students with the key essential tools in strategy and business decision making. The 5 day workshop will expose students to a vast number of business scenarios and application of business concepts. The business game aims to develop strategic decision making skills and team development through the use of providing management solutions. The workshop pulls together topics from discipline-specific courses, and views them from a top-management, strategic view point.

This will evidently cover the following areas in business:

- Analysis of the business environment
- Evaluating the core competencies of a firm
- Developing the best “fit” strategy
- Competition dynamics in international markets
- Optimizing processes in order to deliver value
- Driving organizational transformation

Workshop Objectives and Learning Outcome:

On completion of the workshop students will:

- To apply relevant concepts of principles of international business
- To trace the global factors that influence international business decisions
- To think strategically and solve complex case studies with the application of strategic concepts
- To relate to the essential tools that will enable them to become effective international business managers and be able to face the global challenges of the 21st century business

Instructional Format

The teaching approach of this course will emphasize on the importance of interactive methods of learning. The course will consist of comprehensive lectures, small group tasks, class seminars that will focus on case study analysis, videos, and oral presentations. Participation will require excellent preparation; relevant qualitative, thought provoking comments and questions that will help move discussions into realms.

Therefore, class participation in discussions, seminars etc. is vigorously encouraged. For this reason students are expected to keep themselves abreast with current business scenarios by reading journals, newspapers and business magazines.

The workshop uses extensively real life business cases in order to expose the student to the real life challenges confronting today's managers in this highly competitive global marketplace. Students are therefore expected to develop a wide knowledge of information on international business and be able to apply concepts in order to solve business problems.

Teams:

The student teams (companies) have to:

- Chart a long-term direction for their companies
- Set and achieve strategic and financial objectives,
- Craft a strategy
- Adapt it to changing industry and competitive conditions.

Theme

Company managers have the widest possible strategic latitude in staking out a market position and striving for good performance. Any of the various generic competitive strategies can be used.

Most any well-conceived, well-executed competitive approach is capable of succeeding, *provided it is not overpowered by the strategies of competitors or defeated by the presence of too many copycat strategies that dilute its effectiveness.*

Students wrestle with a full array of industry statistics, company operating reports and financial statements, and an assortment of benchmarking data and competitive intelligence on what rivals are doing.

They match strategic wits with the managers of rival companies, "think strategically" about their company's competitive market position, and figure out the kinds of actions it will take to outcompete rivals.

Program:

Day 1:

Introduction to strategic concepts

Team task assignment

Day 2: Presentation of strategic option solutions

Day 3: Analyzing business performance – Strategy meets Finance

Competition dynamics, metric measurements, Key Performance Indicators

Evaluating the core competences of firms

Case study analysis

Day 4: Value creation

Driving process optimization

Transforming organizations, leadership, best management practices

Team Presentations

Day 5: Final Team Strategic Solutions

Brief Bio



INTERNATIONAL
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Name: Professor Dr. Eyden Samunderu

Educational Background: PhD – Strategic Management (cum laude) –Universidad Carlos III Madrid

MSc International Marketing – Southbank University London

MBA – London Business School

Languages: English (Native) Spanish (Fluent) German (Intermediate)

Academic Experience:

Lecturer – Saint Louis University (Madrid and Boston Campus)

Head of Global Business Programme – Suffolk University Madrid

Industry Experience: Management Consulting - Strategy

Senior Strategy Consultant – Aviation Transport - Oliver Wyman UK, Spain

Senior Analyst – Air Transport – Merrill Lynch - UK

Market Development Manager – Alfred Dunhill – UK

Senior Consultant -Institute for Advancement for Business and Technology- Spain

Area of Expertise – Project Management, Aviation, Strategy and Multimarket competition dynamics, Corporate Governance

Current Position: Programme Director - Masters International Business

Member of: Strategic Management Journal, German Aviation Research Society, Chartered Institute of Marketing (UK)

