



Executive MBA

2018 – 2020



UNIVERSITY OF GOTHENBURG
SCHOOL OF BUSINESS, ECONOMICS AND LAW

THE EXECUTIVE MBA PROGRAMME AT A GLANCE

START DATE: October 4, 2018.
Part time education over 21 months.
Thursday-Saturday every third week in Gothenburg.
Two Asian residencies in China and India, 8 days each.

FOR: Managers in the private or public sector with an academic degree.

CREDITS: 60 ECTS

DEGREE: Master (60 Credits) of Business Administration granted by the University of Gothenburg (for all participants holding at least a bachelor's degree when entering the programme).

TUITION FEE: SEK 435 000 excl VAT

SNABBFAKTA: EXECUTIVE MBA PROGRAMME

START: 4 oktober 2018.
Deltidsutbildning i 21 månader.
Torsdag-lördag var tredje vecka i Göteborg.
Två vistelser i Asien, Kina och Indien, 8 dagar vardera.

FÖR VEM: Chefer inom den privata och offentliga sektorn med akademisk utbildning.

POÄNG: 60 högskolepoäng.

EXAMEN: Master (60 poäng) of Business Administration vid Handelshögskolan Göteborgs Universitet (examen förutsätter tidigare akademisk examen minimum kandidatnivå).

KOSTNAD: 435 000 kr exkl. moms

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HÅKAN ERICSON
MANAGING DIRECTOR
GU SCHOOL OF EXECUTIVE EDUCATION

YOUR THREE VITAL HANDSHAKES

Are you considering the Gothenburg Executive MBA programme? That would be a perfect professional next step! The decision process leading you here involves more than your own commitment. Once you have “shaken hands” with yourself, on your level of ambition and on the timing, you also need two more handshakes; one with your loved ones and one with your employer.

Experience shows how important it is to involve your family in correctly setting their expectations for your effort needed over the 21 months of the programme. Once done, together with your employer you should plan your days needed at our School every third week, and agree on how you can share new skills and insights gained with your organisation. Your handshake with your employer must also cover your programme tuition fee.

What awaits you, once these handshakes are done? Our Executive MBA is a general management programme for leaders. The School of Business, Economics and Law at the University of Gothenburg is proud to be Sweden’s only business school to hold the so-called Triple Crown accreditation, joining an exclusive set of some 75 business schools worldwide holding accreditations from AMBA (Association of MBAs), AACSB and EQUIS. To you as a programme participant, Triple Crown accreditation assures that all your efforts will be invested in an international top quality programme and that your future diploma will indeed stand out.

We have deliberately designed our Executive MBA programme with a dual focus: Nordic business strengths such as innovation, sustainability, and international trade on the one hand, and Asia and its emerging market characteristics on the other. The long-term swing in Asia’s favour is not likely to recede. That is why knowledge of the dynamics of emerging markets is so valuable also to leaders not working directly with these markets. Indirectly, we are all affected by how emerging markets continue to develop.

I encourage you to read this programme description and to reflect on the many ways in which our Executive MBA programme would transform your professional life. In doing so, I hope you will be sufficiently inspired to get in touch with us and to ultimately become a participant to our Executive MBA programme 2018-2020. So, do start working on your three handshakes!

Håkan Ericson, MSc, MBA
Managing Director, GU School of Executive Education



EXECUTIVE MBA – YOUR NEXT STEP

FIVE REASONS

Pursuing an Executive MBA is serious work. It demands time and commitment, but the reward is worth all the efforts.

- 1. Boost your CV with an internationally recognized management degree**
- 2. Combine studies with work**
- 3. Expand your network**
- 4. Implement new skills into your daily work**
- 5. Study at elite universities in Asia**



DR. ANDREAS DIEDRICH
ASSOCIATE PROFESSOR, PROGRAMME DIRECTOR,
EXECUTIVE MBA 2018-2020

ANDREAS DIEDRICH

Home institution: School of Business, Economics and Law, University of Gothenburg
Academic degrees: MSc and PhD in Organisation
Current position: Associate Professor, Programme Director, Executive MBA 2016 – 2018
Research areas: Organisational learning and change, leadership, innovation management

CHALLENGE YOURSELF WITH DR. ANDREAS DIEDRICH

The Executive MBA programme is designed to provide deeper insights into the complexity and dynamics of contemporary business, where few parameters remain static for long. In this environment, where change is perceived as the only constant, managers are often referred to rather simplistic, “quick-fix” management models and fads that, once implemented, seldom lead to meaningful and sustainable change.

The Executive MBA programme invites managers to identify potential solutions to managerial problems, not only by providing access to a variety of novel ideas, the latest scientific management perspectives and theories as well as tried and tested models, but also by compelling them to reflect on and develop ways of working actively on making their organisations understand these solutions in a meaningful way. Only when novel managerial ideas, tools and models are perceived as meaningful in the organisation does sustainable change stand a chance of becoming a reality.

Sustainable change

The Executive MBA programme provides an excellent opportunity to identify and reflect on sustainable change for several reasons:

Firstly, it brings together highly experienced and motivated managers and dedicated lecturers to discuss, analyse and reflect on the pressing managerial, business-related and societal issues of our times. Focus is placed not only on identifying these issues but also on finding sustainable solutions for addressing them as part of everyday management practice.

Secondly, the programme situates managerial challenges in the context of a Nordic business and management tradition and the changes currently unfolding in Asia – particularly in China and India. Chinese and Indian professors lecture on the programme, providing a link between their fields of expertise and wider questions related to business, management and culture in Asia. Furthermore, participants are given the opportunity to become immersed in the Indian and Chinese cultures when the group travels to Hangzhou, Shanghai and

Bangalore to attend seminars at universities, visit companies and other organisations, interact with local academics, managers and public officials, or simply experience the hustle and bustle of these Asian megacities. By becoming immersed in these ancient cultures so different from their own, participants usually begin to reflect on the assumptions, ideas and experiences that guide their own behaviour. People do things differently, think differently, have different values and aspire to different things – in their private as well as professional lives. We need to understand these differences between individuals, groups, organisations and cultures on a much deeper level if we want to produce sustainable change that is truly meaningful.

Connecting wide-ranging experiences

Thirdly, the programme combines different modes of teaching and learning to connect the participants’ wide-ranging experiences and the expertise of the faculty. For example, case studies are used extensively and participants work predominantly in groups on assignments and projects that are closely related to the challenges they experience in their everyday work lives.

“A unique platform for learning”

In summary, the Executive MBA programme provides a unique platform for learning: its participants continue to engage in their daily work as managers while also being given the opportunity to constantly reflect, along with others, on what they are doing – the challenges they are facing, the actions they are taking and the changes they are undertaking, or wish to undertake in the future.

ACCESS CUTTING-EDGE RESEARCH

By attending our Executive MBA programme you will benefit from the competence and resources at the University of Gothenburg. With 38,000 students, it is one of the major universities in northern Europe.

The 39 research departments cover most scientific disciplines, making it one of Sweden's broadest and most wide-ranging higher education institutions.

From an international perspective, the University of Gothenburg is a comprehensive institute with cutting-edge research in a

The direct personal interaction in the classroom and in study groups is critical to the learning experience.

number of dynamic research areas. We work together in international collaborative projects with academic partners across the globe and we also develop strong links with the corporate world and society at large.

The departments conduct research across a range of scientific disciplines, from medicine and biotechnology to mathematics and business administration. We are particularly proud of our Year 2000 Nobel Prize in Medicine awarded to Professor Arvid Carlsson for his research explaining the role of dopamine in the brain.

The School of Business, Economics and Law

The School of Business, Economics and Law, one of the eight faculties of the University of Gothenburg, famous for corporate relations and international outlook. We do not only study established companies but also devote research into innovation and entrepreneurship.

We offer ten Master programmes taught in English. Our Executive Education programmes help companies accelerate change, develop new capabilities and seize new opportunities. We have delivered an Executive MBA programme since 1977. The programme undergoes continuous evolution to prepare business leaders for future challenges.

Improve your interaction with Asia

The Executive MBA programme includes two separate residencies at our partner universities Zhejiang University in Hangzhou and Shanghai Jiaotong University in Shanghai, China and at the Indian Institute of Management in Bangalore (IIMB), India. From them you will gain a deeper understanding of the business and cultural behaviour required to interact successfully with China, India and other emerging markets.

Meet international thought leaders

The Executive MBA programme is delivered in English with a broad international faculty. Inspiring lecturers from our partner universities bring their insights on all the different facets of management to the participants. The School itself has a total of 285 researchers, many of whom focusing on innovation and entrepreneurship. Every year, some 40 visiting professors conduct research and teach at our School.

Learn while working

You expect the learning process to be adapted to your needs – and so it is. Thursday to Saturday classroom sessions at the School's modern, bright premises in the very centre of Gothenburg will take place at intervals of three weeks. The direct personal interaction in the classroom and in study groups is critical to the learning experience.



UNIVERSITY OF GOTHENBURG

KEY FACTS

- 8 faculties
- 39 research departments
- 38 000 undergraduate & master students
- 1 700 research students
- 2 500 international students from 70 countries
- 3 000 teachers and doctoral students
- 540 professors
- 250 doctoral degrees awarded in 2016



SWEDEN'S ONLY TRIPLE CROWN ACCREDITED EXECUTIVE MBA PROGRAMME

The Gothenburg Executive MBA programme is the only AMBA-accredited programme in Sweden. The Association of MBAs (AMBA) is one of the three prestigious so-called Triple Crown accreditations now held by the School. These represent the highest international standards of achievement in postgraduate business education. AMBA accreditation is recognised by students, higher education institutions, graduates and employers as the global hallmark of quality. In short, accreditation by the Association of MBAs is awarded only to programmes that are pre-eminent.



COMBINE STUDIES WITH WORK

Our Executive MBA programme is designed in a way that fits busy executives. You will meet your fellow participants every third weekend, with classroom sessions Thursday to Saturday.

We have found this weekend format ideal: no boarding is needed and no need to spend extended periods away from home.

While on campus, you will attend lectures with distinguished professors, participate in group assignments and in discussions. Case studies are an important part of the learning method, as well as simulations and exercises. The programme consists of 650 contact hours and approximately 1 150 hours of individual assignments and group work.

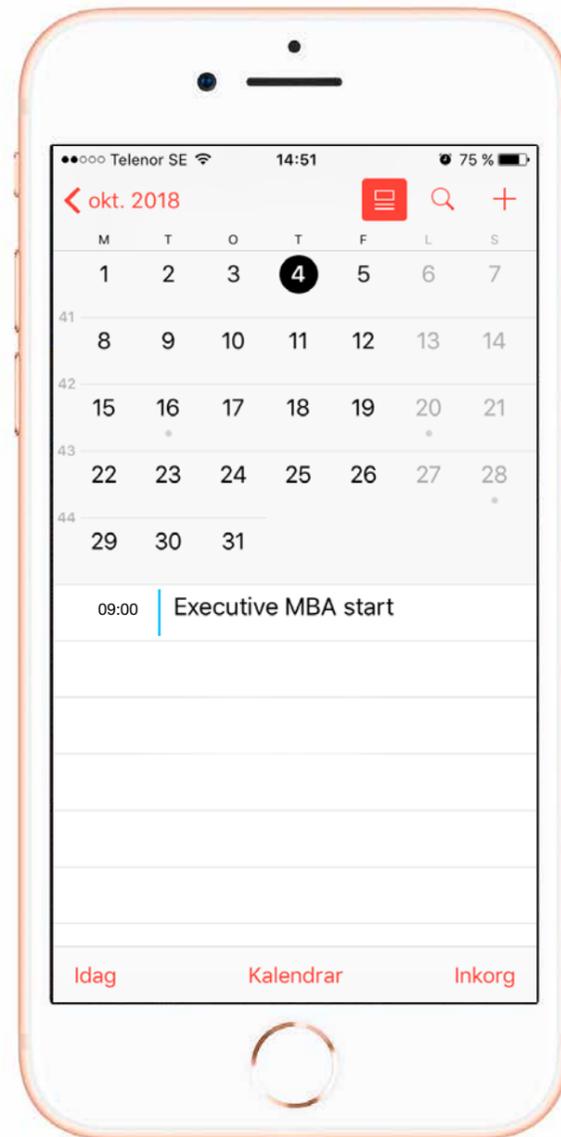
Immediate application at your workplace

The participants come from of a wide range of educational and professional backgrounds, such as law, engineering, medicine, business or social sciences. With an average age of 40 years, they enter the programme with substantial managerial experience. Hence, there is a high demand for immediate application at the workplace.

Choose a thesis theme that fits your business

The final term of the Executive MBA programme is devoted to a thesis project, carried out individually or in groups of two under the supervision of instructors from the School.

Most participants to our programme choose a theme with practical relevance that can be applied in their home organisations, while others choose a more theoretical approach. Either way, the thesis is a perfect way to bring back tangible results to your sponsoring organisation.



JOIN THE EXECUTIVE MBA ALUMNI NETWORK

Alumni of the Gothenburg Executive MBA programme can be found working in key positions in various organisations around the world. This vital community will become available to you as you join the programme. In the list below you will find the home organisations of a sample of the Gothenburg Executive MBA alumni.

AECOM (USA)	G-8d (Mexico)	RISE (Sweden)
Akademiska Hus (Sweden)	Gina Tricot (Sweden)	Roche (Switzerland)
AkzoNobel (The Netherlands)	Gunnebo (Sweden)	Rolls-Royce Marine (Singapore)
Alstom (France)	Handelsbanken (Sweden)	Santa Maria (Sweden)
Altair Engineering (USA)	HSB (Sweden)	Scan (Sweden)
Andra AP-fonden (Sweden)	Husqvarna (Sweden)	Skanska (Sweden)
Ascom (Switzerland)	IFS (Sweden)	SKF (Sweden)
AstraZeneca (United Kingdom)	Jäckering (Germany)	Specma Group (Sweden)
Brose (Germany)	Kapsch (Austria)	Stena Metall (Sweden)
Bulten (Sweden)	Kollmorgen Automation (USA)	Sunstar (Switzerland)
Caverion (Finland)	Lear Corporation (USA)	Sweco (Sweden)
City of Gothenburg (Sweden)	LK Pex (Sweden)	TE Connectivity (Switzerland)
Cochlear (Australia)	Markslöjd Lighting Group (Sweden)	Ulefos (Sweden)
Continental (Germany)	Nokia Siemens Networks (Finland)	AB Volvo (Sweden)
Dacapo Stainless AB (Denmark)	Nudie Jeans Co. (Sweden)	Volvo Car Corporation (Sweden)
Easyfairs (Sweden)	Papyrus (Sweden)	Vopak (The Netherlands)
Emerson (USA)	Pedab (Sweden)	Whirlpool (USA)
Etteplan (Finland)	Reitan Servicehandel (Norway)	WSP (UK)
Finnveden Metal Structures (Sweden)	Ringhals (Sweden)	Wärtsilä (Finland)



EXPAND YOUR LEADERSHIP WITH EXECUTIVE COACHING

A core element of the Executive MBA programme is our individual coaching, adding depth to your personal and professional development. We have a highly trained group of coaches with various backgrounds in leadership and management, ready to offer you sessions to integrate learning from the programme and further accelerate your personal development.

At the start of the programme, our coaches will introduce themselves and how individual coaching can benefit your leadership. Executive coaching has proven to be a successful tool in strengthening the capacity to deal with change and it develops your ability to take action, given that there is often a lack of total visibility regarding all the issues at hand. It also develops your ability to work with conflicts, paradoxes and dilemmas in order to find new solutions and move ahead.

In relation to this introduction, you are encouraged to select the coach with whom you want to work. Naturally, individual

sessions are tailored to your needs but, in general, you will be challenged to see patterns in your own behaviour and identify the available options. Individual sessions may also provide you with an opportunity to practice your own coaching techniques, which will be useful in your professional leadership. We are proud to offer these executive sessions as a means of providing you with new perspectives and new sources of motivation, based on improved self-knowledge.

The offer:

- A process of up to three individual coaching sessions (60 min) with a professional certified coach who has extensive experience.

Expected outcome:

- Gives you structured time for profound reflection
- Deepens your learning and clarifies how you want to use the programme content and network in practice
- Inspiration from different perspectives – your own or that of the coach
- Determine actions to take and follow them through – with confidential support

ROBERT WU

Home organisation: Oboya Holding Hong Kong Ltd
Job title: Chairman
Executive MBA Class: 2016 – 2018



WHY DID YOU CHOOSE THIS EXECUTIVE MBA PROGRAMME?

Robert Wu founder and chairman of Oboya Holding Hong Kong Ltd, EMBA 2016 – 2018, interviewed by Mr. Erik Bergenholtz, GU School of Executive Education.

Why did you choose to study the Executive MBA programme at the School of Business, Economics and Law at the University of Gothenburg?

Gothenburg is a city with a long history as a center for trade and culture. Ever since the 17th and 18th centuries Gothenburg has had connections and exchanges with China. Gothenburg is also home to a number of well-known multinational corporations, such as SKF, Volvo and several other successful companies. This gives the School a foundation of real-world business experience to stand on. The School is also a triple-crown accredited business school, something which is very rare among business schools in the world.

What have you learned while studying on the Executive MBA programme?

I have learned a lot from this programme. The combination of theoretical studies with practical realities and case studies of both Swedish and international companies has provided me with many new insights. It has also provided me with opportunities to review my professional experiences in a more systematic way.

What are the differences you see between Chinese and Nordic management?

China and the Nordic countries are culturally very different and have different historical backgrounds and traditions. Organisations in China have a much more hierarchical structure compared to Nordic companies, where the structure is more flattened and decision-making is more democratic and based on mutual understanding. This is, in my view, the biggest difference.

What is your next step after the Executive MBA programme?

As the Executive MBA programme has provided me with new ways of thinking and new perspectives, it will be helpful when it comes to promoting and developing my own business. I will also take part in alumni events at the School to grow my network and to stay in touch with other students from the programme.

Our coaches, from the left: Hannah Larsson, Jonna Alfredsson, Mette Anthonsen, Denis Goodchild, Ulrik Lork, (Cathrine Lennesten – not present).





MATTI AHLQVIST

Home organization: AstraZeneca
Job title: Site Director, Gothenburg
Executive MBA Class: 2015 – 2017

PEKKA MATTILA
Home organisation: Aalto University, Helsinki, Finland
Job title: Professor of Practice, Aalto University School of Business and Group Managing Director, Aalto University Executive Education Ltd

THE KNOWLEDGE GAINED FROM HIS STUDIES WERE DECISIVE

In August 2017, Matti Ahlqvist was promoted site director of the AstraZeneca Mölndal R&D site, with some 2 500 highly qualified employees. It is a top position, awarded after a meticulous selection process, where Matti claims the knowledge and experience gained from his Gothenburg Executive MBA programme in 2015-2017 were decisive.

Matti has himself a long and diverse career of 17 years with AstraZeneca, comprising positions as a researcher, line manager and project manager. Born in Malmö, his first academic degree is that of a chemist. He actually chose to pursue his undergraduate studies at the University of Gothenburg since the programme catalogue cover there featured a diver! Diving, and in particular wreck diving, is a passion of his.

To reach its ambitious business objectives, it is absolutely vital for AstraZeneca to showcase its top talents and to attract additional talent of exactly the right competences, by showing the scientific impact and personal development you can have as an AstraZeneca employee. Talent is the driver of high-quality networking within the organization and managing talent wisely is a pre-condition to offering exciting career opportunities within the group.

“AstraZeneca is tremendously open to employees taking charge of their own development, in fact, we expect from all individuals

the will and the drive to develop themselves. The company has a strategy to offer these type of challenges to selected talents and to prepare post-programme possibilities. There were two of us from AstraZeneca on the Executive MBA programme. Both of us have been promoted to positions which we enjoy and where we contribute even further to the company”, says Matti Ahlqvist.

Matti participated to the 2015-2017 Executive MBA programme and testifies to a whole range of highly valuable experiences, most importantly the broadening of managerial perspectives and skill sets, from having led a single function or a project. He also underlines the structural skills acquired around innovation, which are now truly useful as he is going to be part of the leadership team for the company’s all-new world-class life science research environment in Gothenburg.

“For each of the 24 Executive MBA programme modules, examination is based on applying new skills and tools. That is by far the best way to advance the internalization of such new skills, something I bring into my new role. The entire network created while on the programme, involving professors, guest lecturers and fellow participants, constitutes the biggest asset.”

“Finally, let me mention our residency to China. Although I had already travelled extensively in China and even led large projects there, our group trip there was extraordinary. Together we took a ‘deep dive’ and learnt a lot about business in China and Chinese culture. That process was highly rewarding and made several pieces fall into place”, Matti Ahlqvist concludes.

LEARN TO LEAD CHANGE WITH DR. PEKKA MATTILA

In 2015, GU School of Executive Education signed a partnership agreement with Aalto University Executive Education in Finland. The partnership aims at delivering joint custom programmes, as well as open enrollment programmes, and deepening cooperation between the Executive MBA programmes. The partnership also encourages the exchange of faculty between the schools.

One example of such an exchange is Dr. Pekka Mattila, Professor of Practice at Aalto University and Group Managing Director of Aalto University Executive Education, who teaches the Change Management module of the Gothenburg Executive MBA programme. Dr. Pekka Mattila has an impressive track record of teaching at MBA level and is one of the most appreciated lecturers in the Gothenburg Executive MBA programme. According to him, for a number of reasons change management skills are crucial for any aspiring business leader.

“In the old days, change management used to be almost like project management: ‘Let’s get over and done with this one, so we can move back to the good old normal’. But at the moment

I feel that general management, in essence, is all about leading change, and a number of overlapping changes at the same time.” The Change Management module, taught over 2,5 days, is summarised by Dr. Pekka Mattila:

“We start by investigating the context of change – the culture, the structure and the people – all the components that make an organisation. Then we move to understanding the reactions and responses to different change initiatives: What causes resistance to change? What causes support for change?”

After that, we take a look at the dos and don’ts of change management; how to drive change more like a project. Finally we conclude by looking at the practices and the choices that make an organisation more changeable, more equipped to change on an ongoing basis; what makes it agile and nimble? What makes it easy to move resources and move quickly enough in the market?

Having completed the Change Management module you will understand the key parameters and phenomena of change and resistance to change. You will be able to utilise and apply practical tools and frameworks for analysing, planning and preparing for change and you will also be able to implement change in a sustainable manner.”



EMERSON INVESTS FOR THE FUTURE

Emerson has an established process for nominating its key talents to the Gothenburg Executive MBA programme. Once a year, all department managers nominate their most promising managers, and the top nominees are interviewed by members of the leadership team. The best candidate is then selected to attend the Gothenburg Executive MBA programme with full financial support.

“By nominating talents to the Gothenburg Executive MBA programme we develop the future leaders of Emerson. Since we are a global company, the Executive MBA programme is an effective way for our employees to acquire a broadened international business perspective. A nomination is an investment for the future and a way for us to retain high-performers. Within Emerson, an Executive MBA is seen as a stepping stone for key talents interested in an international career”, says Maria Rosbecker, HR Director.

Emerson’s Executive MBA participants all have extensive managerial experience when entering the programme, and they are eager to immediately apply their new skills in their daily work:

“The combination of Executive MBA courses gives our employees a holistic view of management, which allows them

to develop strategic skills that are compulsory in more senior positions. Once graduated from the programme, they are motivated to take on new challenges and ready for stretch assignments within Emerson”, Maria Rosbecker continues.

Maria Rosbecker can clearly observe how the Executive MBA experience energizes nominated employees and motivates them to pursue new challenges within Emerson:

“Most of Emerson’s Executive MBA participants enter the programme with the ambition to accelerate their career, and so they do. For instance, one recent Executive MBA graduate is now a member of the company leadership team”, Maria Rosbecker adds.

There are several features of the Gothenburg Executive MBA programme that appeal to Emerson when sponsoring their key talents:

“The mix of backgrounds and the diversity of the participants contribute to the building of fruitful professional networks, bringing experiences from different companies and functions. Another advantage for us is the concept of course modules and the concluding master thesis that brings everything together very nicely. Finally, accreditations are important to us since they demonstrate the quality of the Gothenburg Executive MBA programme compared to other business schools and their programmes”, concludes Maria Rosbecker.

Emerson is a global technology company with 111 000 employees and 205 manufacturing sites worldwide. Rosemount Tank Radar is part of Emerson Automation Solutions with its global headquarters in Gothenburg.



SOLID RETURN ON INVESTMENT FOR BULTEN GROUP

Bulten AB is a fast-growing, well-respected engineering company. As a supplier to the automotive industry, the company has followed its customers in expanding internationally. Bulten is now preparing its key leaders for new business challenges by regularly nominating them to the Gothenburg Executive MBA programme.

Over the past few years, Bulten has sent no less than five leaders to the programme, one of them Bulten Sweden AB’s own Managing Director, Magnus Carlunger. Referring to this strategic competence development initiative, he says: “We see developing the company’s know-how and culture as a strength. That is why we are inclined to recruit internally to our various key positions. To bring in new thoughts and ideas, we prefer to invest in developing the expertise of our own employees and preparing them for central roles. The Gothenburg Executive MBA programme does just that.”

Focus on the Asian market

The Executive MBA programme focuses on the growing Asian market, where study trips to India and China are key elements. Through visits to universities and companies, participants get to experience the culture first-hand.

“I was somewhat stuck in the belief that Western management applied to Asian companies would create a Western corporate culture. I now see an entirely different complexity and have learnt how we need to act in our contacts with Asian customers and suppliers,” comments Claes Lundqvist, Vice President Business Control at Bulten AB, and one of the participants in the Executive MBA class 2014-2016.

Personal development

The Executive MBA programme is also profoundly about developing personally through interacting with other leaders in a tight group. For Patrick Lexér, Vice President Purchasing, the programme led to a promotion: “My learning experience transformed my attitude to everything from how organisations work to how we do business. I also believe it improved my self-confidence. The Executive MBA degree was instrumental in my recent career move within Bulten.”

Focus on the Asian market

The Executive MBA is a most ambitious management development programme that involves an entire organisation investing both time and money in its nominated employees. Is there return on investment?

“Looking back, we can see that it’s been a great success. Even if it’s a little difficult to quantify it in detailed cash terms, my absolute feeling is that pay-back times are way shorter than you would think,” concludes Magnus Carlunger.

STUDY AT THE BEST ASIAN BUSINESS SCHOOLS

The School is proud to maintain a global perspective and to offer two separate 8-day residencies in Asia: first in China during the second term and then in India between the third and fourth terms.



These residencies will allow you to interact with both Asian businesses and managers. Profoundly understanding the cultures of these two dominant economies in Asia will be an asset to any manager aspiring to succeed.

Zhejiang University & Shanghai Jiaotong University

We have a strategic partnership with the School of Management at Zhejiang University in Hangzhou, which is one of the oldest and most prestigious universities in China. Ranked among the top three in the country and sometimes referred to as the “Cambridge of the East”, it is located in Hangzhou, the capital of the entrepreneur-friendly Zhejiang province, 180 km south-west of Shanghai.

Antai College of Economics and Management, Shanghai Jiaotong University (SJTU), is our other strategic partner in Shanghai, China. Shanghai Jiaotong University is a top university in China with an impressive history, among the first Chinese institutions to offer business education. Antai College is the only China-based business school to be triple-accredited by EQUIS, AMBA and AACSB. Its aim is to develop the highest-level managerial talents, providing thoroughly international perspectives and capabilities.

You will travel to China and have an intensive full-time schedule, including a programme module on Supply Chain Management

as well as a tailor-made seminars about how to do business successfully in China. Academic workshops led by the Chinese faculty are combined with field trips to companies. During such trips you will interact with business leaders at Chinese, Swedish and multinational companies. Example of companies visited in the past are Geely, Transfar, Alibaba, Sunwin, NYK Line, IBM, DuPont, SKF and Volvo.

Even if your organisation does not actively undertake business with China today, the developments in this market will certainly affect you and your organisation indirectly.



TOP-RANKED LEARNING ENVIRONMENT

Out of 1 700 institutions of higher education in China, Zhejiang University is consistently ranked among China's top three universities. Antai College, Jiaotong University is the first business school to become “triple-crown accredited” in China.

Indian Institute of Management Bangalore

We also have a strategic partnership with the Indian Institute of Management Bangalore (IIMB). This is one of the most prestigious business schools in India and is ranked among the top two in the country. The institute is known for its highly rated MBA programmes and for its executive education. Our partnership spans from research to education and includes exchange of students and faculty.

Staying on-campus at IIMB for five initial days is quite an experience, with its 100-acre campus providing an idyllic environment in which to engage in management studies and learning. The all-stone architecture, lush verdant woods and landscaped gardens create the impression of an oasis in south Bangalore, India's high-tech capital. A typical day at IIMB begins with a yoga or meditation class before the first morning lecture. The days spent in lectures at IIMB are devoted to the theme “Understanding India in transition”. The proximity to some of the leading corporations in the country, ranging from information technology to consumer product companies, gives IIMB the advantage of easily integrating classroom knowledge with practical experience.

Our residential week in India also includes a programme module on Creative Leadership, focused on creative management that

encourages you to think laterally and to engage in facilitated reflections on your own person and your values.

In Bangalore you will interact with Indian business leaders from companies like Aricent, Cisco, Honeywell, Infosys, Tata Consultancy Services and Titan Watches. These companies all work in an Indian context whilst interacting extensively overseas. Your interaction will help you to calibrate your opinion on international business.



TOP-RANKED LEARNING ENVIRONMENT

Indian Institute of Management Bangalore is considered one of India's foremost business schools and is consistently ranked among the top two in India.

UNDERSTAND EMERGING MARKETS

The fast-growing consuming class* of the Far East, together with other emerging markets, are expected to increase their spending by more than \$30 trillion** to 2025. This creates great opportunities for innovative Swedish companies in emerging markets across the globe.

The Global Innovation Index 2017 ranks Sweden as the world's second most innovative country. Three of the top ten countries are Nordic, making our part of the world one of the most innovative. This follows from a long tradition of openness towards, and exposure to, international competition and where innovation has been a necessity to stay internationally competitive.

Team orientation creates great results

Focusing on networking capabilities instead of a strict reliance on hierarchies has produced a creative environment for the development of products and services. This rather informal way of working has proved to be highly effective when solving complex problems, often with insufficient data.

Today, Nordic companies such as Atlas Copco, Ericsson, H&M, IKEA, SKF, Tetra Pak and Volvo are well-known global brands. The Gothenburg area has become a world-class hub for a number of creative businesses within the med-tech, and fashion industries.

A fast-growing group of new consumers

During the next decade, consumption in emerging markets in Africa, Asia and South America is expected to more than double as people increase their disposable income and escape poverty. This constitutes a new \$30 trillion global market eager to buy products and services from companies that will meet their demands.

We will receive insights

During the Executive MBA programme you will receive deep insights into two of today's most important emerging markets China and India. You will learn about their culture, business culture, consumer behavior and demographics and you will gain experiences that will increase your understanding of how to succeed in these markets.

The Global Shift

The on-going "Global Shift" means that Asia is continuing to gain momentum way beyond being attractive target markets for Western companies. Asian countries and businesses are looking into the coming decades – "the decades of Asia" – with great confidence. We can expect the re-emergence of China, India and other populous Asian countries to the forefront of the world stage.

But what will be the implications for our Western economies from this global shift? These perspectives will also be addressed during our Asian residencies.

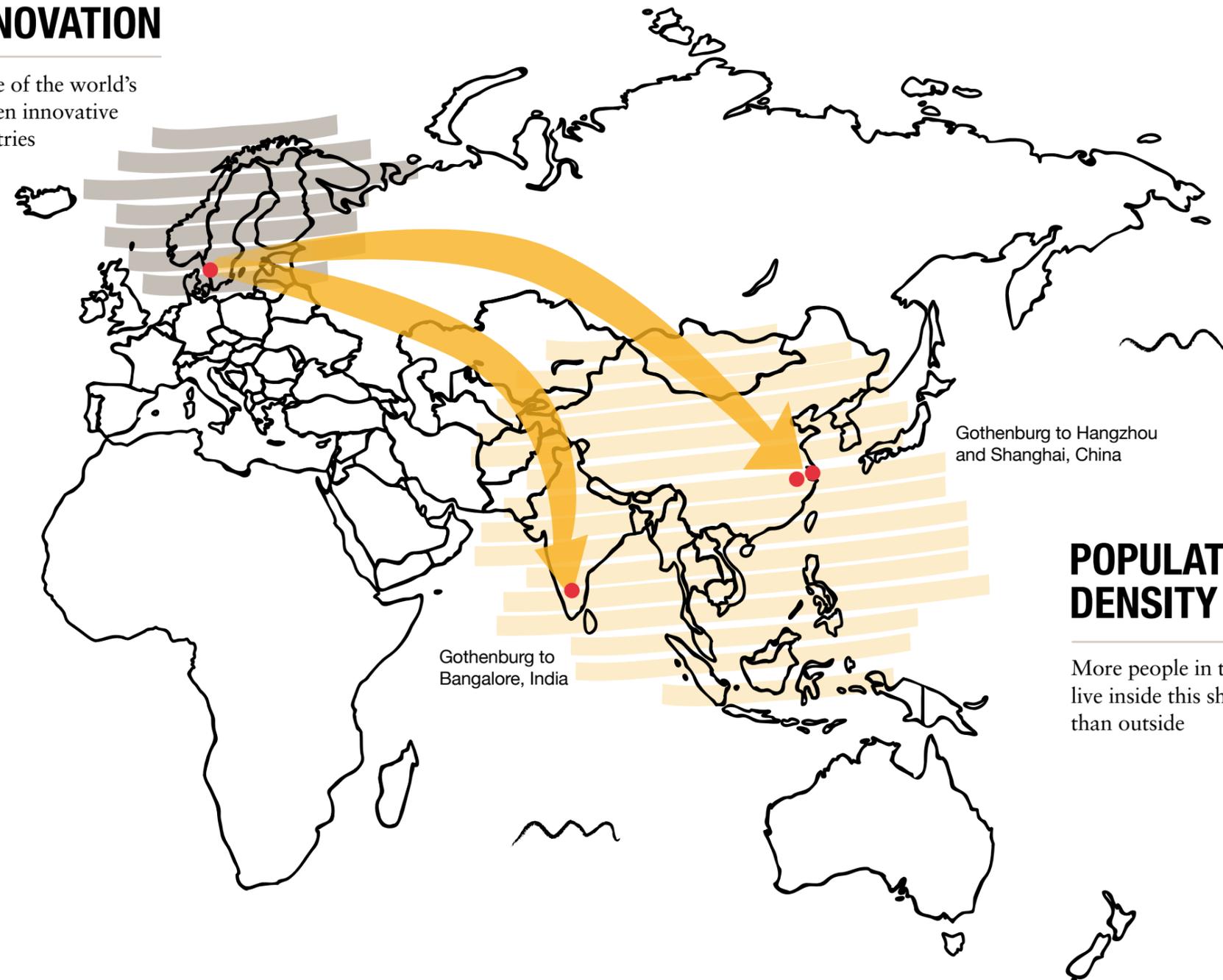
*) Daily disposable income more than \$10.

**) Source: McKinsey.

The Global Innovation Index is published by Cornell University, INSEAD and the World Intellectual Property Organisation. The index ranks countries in terms of the environmental factors enabling innovation; and their innovation outputs. The 2017 index ranks Sweden as number two, Denmark as number six and Finland as number eight.

INNOVATION

Three of the world's top ten innovative countries



POPULATION DENSITY

More people in the world live inside this shaded area than outside

PROGRAMME CONTENT, YEAR 1

FIRST TERM
2018-2019

SECOND TERM
2019

THIRD TERM
2019

FOURTH TERM
2020

YEAR 2 >>

The programme is designed for you to access the latest management knowledge, to build the skills needed to address your current business challenges and seize new business opportunities. Let's have a look at the programme contents.

Over 21 months, we offer you the possibility to develop a profound understanding of management and leadership, of how the various functions of an organisation interwork and how they can be effectively managed. We will also explore the financial, legal and social ramifications of business management in a globalising world and how modern leadership can make a real difference in reinventing businesses. Twice during the programme we will travel to Asia, to obtain an up-to-date

perspective on undertaking business there, as well as experiencing Chinese and Indian cultures first hand.

The first year

The first year includes the core courses of the programme. These courses cover subject areas that will give you a solid platform for your work as a manager.

FIRST TERM 2018-2019 – “FROM STRATEGY TO ACTION” CORE COURSES

1. STRATEGIC MANAGEMENT

OCTOBER 2018

Covers the most important analytical approaches to the definition and implementation of business strategies. You will exploit learning from lectures and case studies to understand the dynamics of industry structure and competition, to formulate strategies to build and sustain competitive advantage, and what that entails both at corporate and functional levels.

2. ORGANISATIONAL STRUCTURE AND CULTURE

OCTOBER 2018

Gives an in-depth update on organisation and management theory and its applications. Acquiring a refined analytical toolbox, you develop the skills to analyse different forms of organisations – built around structures, processes, hierarchies or networks – and test theories against practice in your home organisation.

3. MANAGEMENT ACCOUNTING

NOVEMBER 2018

Looks at profitability and value based models and how these link to the operations of the organisation. You examine

company formation, divisionalisation, and decentralisation of economic responsibility in various organisational archetypes. You learn how to monitor core activities through strategic maps and balanced score cards.

4. QUALITATIVE AND QUANTITATIVE METHODS

DECEMBER 2018

Provides the main concepts and tools of quantitative research methods; variables, measurement, research design, sampling and data handling. You enhance your abilities to conduct studies yourself and to evaluate studies by others, both of which are vital parts of management best practice. You will also explore the principles and underlying logic of qualitative research. You develop your ability to understand qualitative research methods such as participant observation, interviewing and content analysis and apply them to a range of organisations.

5. ORGANISATIONAL BEHAVIOUR AND LEADERSHIP

JANUARY 2019 (OFF-SITE CONFERENCE HOTEL)

Focuses on the structural design and cultural properties of different organisations.

You consider the sources, development and impact of cultural rules that govern organisational life and highlight the implications for you as a manager. Studies different aspects of modern leadership and group dynamics. You evaluate your own leadership and attitudes and those of your fellow participants. You develop your leadership by sharing conclusions through joint reflection and feedback.

6. CHANGE MANAGEMENT

JANUARY 2019

Provides tools to manage corporate change, driven by perpetual needs to adapt and evolve. You identify steps of a change process, such as common goal setting, skill building, motivation, resource allocation and performance improvement plans. Using case studies, participants will develop practical skills to manage sustainable change.

SECOND TERM 2019 – “MANAGING FUNCTIONS” CORE COURSES

7. ACCOUNTING

FEBRUARY 2019

Provides an overview of legal requirements on financial accounting; IFRS, US GAAP, Sarbanes-Oxley Act, and local requirements in different jurisdictions. You examine the role of accounting in periodic stock market reporting, mergers and acquisitions, and stock offerings. You explore issues facing both reporting companies and accounting users.

8. CORPORATE FINANCE

MARCH 2019

Analyses how to best allocate scarce financial resources to investments, or to finance a company as a whole, while managing risk and return. You learn to use accounting information and internal financial data to carry out quantitative assessments to prepare investment decisions.

9. MARKETING

MARCH 2019

Examines the challenges in developing, articulating and delivering value to your customers. You examine the means to establish customer intimacy through new

web-enabled tools. You will apply methods for market planning, positioning, segmentation, pricing and brand management. You will evaluate pros and cons of different marketing and sales strategies at hand in a globalising world.

10. RESIDENCY IN CHINA

APRIL 2019 (HANGZHOU & SHANGHAI)

To promote a global perspective, the Executive MBA Programme includes an intensive one-week residency in China at Zhejiang University, Hangzhou and Jiaotong University, Shanghai as part of the module on Supply Chain Management. For more information, please see pages 18-19.

11. SUPPLY CHAIN MANAGEMENT

APRIL 2019 (HANGZHOU & SHANGHAI)

Focuses on the planning and execution of physical product flows, how to manage a multitude of inter-organisational relationships along the value system and how to minimise the environmental impacts of transportation. You will cover functional areas such as production planning, physical distribution, logistics service provisioning and freight. The module is also a primer on process management.

12. DIGITALIZATION AND IT GOVERNANCE

MAY 2019

Strengthens your managerial Information Technology (IT) related competence as IT is a key element of the value chain in companies today. You learn about modern ways of organising the IT function, methods for IT investment evaluation and processes that secure the business benefits from IT.

13. HUMAN RESOURCE MANAGEMENT

JUNE 2019

Focuses on the strategic role of Human Resource Management (HRM) in an era where talent is a source of competitive advantage. Topics include best HRM practices, employer-employee relations and HR organisation. Studying globalisation, outsourcing and global labour markets, the module takes an international outlook and underlines issues of corporate social responsibility.

PROGRAMME CONTENT, YEAR 2

The second year

In the second year, you will study feature courses, elective courses and complete your thesis project. The feature courses cover topics that are focus areas of the programme: Nordic and Asian business. In these courses, you will develop particularly strong skills in creativity, innovation, sustainability, and international business.

The thesis corresponds to 15 ECTS. You and your home organisation will select the topic of your thesis project jointly. To support your thesis work you will prepare by choosing one of three elective courses.

The final term is devoted to a thesis work, carried out individually or in groups of two under the supervision of instructors from the School. We expect you to apply theories from the programme to practical problems in your professional life. The work is conducted over the last two terms with regular group meetings to review the progress of each thesis. At the end of the fourth term, the master thesis is presented for opposition

in the Executive MBA group. Before starting your thesis work, you will be requested to choose one of the elective courses Global Leadership, Organisational Change or Management Processes. Your choice of elective course will allow you to obtain a solid scientific underpinning for your thesis work, including literature studies and research-oriented round-table seminars.

THIRD TERM 2019 & FOURTH TERM 2020 – “NAVIGATING IN A CHANGING WORLD” FEATURE COURSES

14. INNOVATION MANAGEMENT

AUGUST 2019

Puts learning and knowledge development processes in focus, driven by requirements on flexibility, customer responsiveness and business renewal. How do you create structural conditions for innovation and renewal?

15. INTELLECTUAL PROPERTY

SEPTEMBER 2019

Presents an introduction to the fundamentals of intellectual property (IP) within a business context. Explores the IP implications of new value propositions in industries transitioning towards Knowledge Based Businesses. Topics include how R&D and commercial processes contribute to building IP, introducing the concept of “Open Innovation”.

16. COMMERCIAL LAW

SEPTEMBER 2019

Gives a fundamental knowledge of commercial law. You examine commercial contract law, law on the sale of goods, intellectual property law, labour law, insolvency law, and fair trade legislation. You identify the critical legal tools needed when developing new businesses.

17. CORPORATE SOCIAL RESPONSIBILITY

OCTOBER 2019

The module gives an overview of international policies on ethics, human rights, diversity, labour laws, and environmental protection. You will familiarise yourself with

practices on how successful organisations establish and manage their policies.

18. FINANCIAL MARKETS

NOVEMBER 2019

Gives an overview of global financial markets, instruments and institutions – such as banks, insurance companies and funds – which enable the free flow of capital globally. The module explains how financial markets can be used by companies to finance investments, manage risk, and invest excess capital.

19. APPLIED ECONOMICS

NOVEMBER 2019

Analyses three general economic models: development of competitive advantage, outsourcing of selected parts of the value chain and corporate risk management. Improves your understanding of the complexity of economic challenges facing managers by applying regional and global contexts to these models.

20. INTERNATIONAL DEVELOPMENT

DECEMBER 2019

Explains historical change processes in companies, industries and social systems as a way of understanding current trends and forecasting future ones. Using international examples, there is a special focus on the industrial transformation through the application of information technology and on the transformation of urban structures.

21. RESIDENCY IN INDIA

JANUARY 2020 (BANGALORE)

To promote a global perspective, the Executive MBA Programme includes an intensive one-week residency at the Indian Institute of Management, in Bangalore, India and the module on Creative Leadership. For more information, please see pages 20-21.

22. CREATIVE LEADERSHIP

JANUARY 2020 (BANGALORE)

Proposes means to overcome the trap of being stuck in daily operations. Competitive advantage can be built through devoting more time to creative leadership. You study how organisations can encourage creative thinking through structural design and encouraging leadership styles. Case studies analyse creative companies such as Apple Corporation and Pixar.

23. INTERNATIONAL BUSINESS

FEBRUARY 2020

Deals with the internationalisation of companies and the threats and opportunities involved in operating on a global scale. You will address issues like local adaptation and global integration, managing knowledge transfer, and cross-cultural communication.

FOURTH TERM 2020 ELECTIVE COURSES, THESIS

THESIS

CHOOSE ONE OF THE COURSES BELOW TO MATCH YOUR THESIS CONTENT

24A. GLOBAL LEADERSHIP

MARCH 2020

Examines the role of managers in a globalised world. The module explores organisational behaviour, leadership and strategic decision making in both international and multicultural contexts. You will acquire new managerial tools within these areas.

EXAMPLES OF THESIS TOPICS

- Forces shaping the globalization of the IT service sector in emerging markets.
- The internationalisation process of emerging market firms.
- Global integration into the state-controlled Swedish business sector.

24B. ORGANISATIONAL CHANGE

MARCH 2020

Enhances your understanding of implementing strategies and emphasises the role of managers when handling challenges related to cultural and structural change such as knowledge transfer, intraorganisational conflicts and cultural clashes.

EXAMPLES OF THESIS TOPICS

- Strategy implementation in multi-hierarchical and large corporations.
- Disintegration of a business within a multinational company.
- CSR – a part of business strategy?

24C. MANAGING PROCESSES

MARCH 2020

Companies rely on a portfolio of management processes. This course examines managerial work by focusing on managerial tools such as Balanced Score Card, Big Data, Social Media Optimisation, Business Intelligence, Knowledge Management and Business Analytics.

EXAMPLES OF THESIS TOPICS

- Entrepreneurship in publicly financed operations.
- Bonus for performance – an action research on how a bonus implementation affects motivation.
- Balanced Scorecard – a tool that influences the strategy process?

TAP INTO OUR GLOBAL EXPERTISE

Our dedicated faculty consists of lecturers and academics from across the globe. With this group of carefully selected international lecturers, the School of Business, Economics and Law can offer an Executive MBA programme that provides insights underpinned by global research. The faculty members are known for their commitment and their ability to engage with the participants.

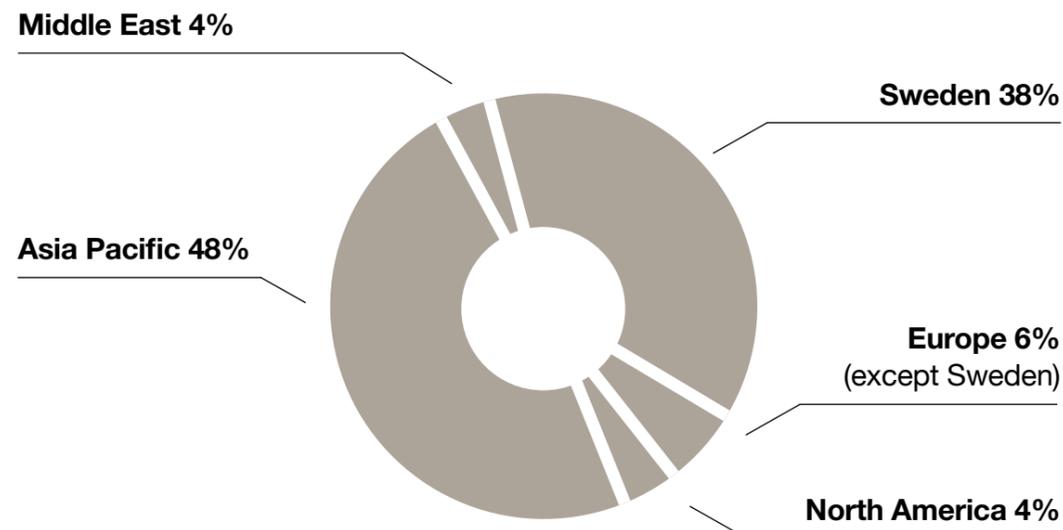
PROGRAMME GOVERNANCE AND CONTINUOUS DEVELOPMENT

The Executive MBA Programme is governed by a Programme Steering Committee. The committee ensures the academic rigour of the programme by reviewing its content and teaching methods. Furthermore, the committee proposes faculty for the programme and, as its name implies, steers the continuous development of the programme. The Graduate School Board takes formal decisions about the programme.

There is also an Advisory Board with representatives from employers including programme sponsors, Executive MBA alumni and Programme Directors from the School. The Advisory Board reports to the Programme Steering Committee and is forward-looking in guiding the evolution of the programme. Ideas put forward can concern programme content, delivery format, learning processes, overseas modules and more.

Our dedicated faculty >>

REGIONS OF ORIGIN FOR FACULTY (FULL-TIME AND PART-TIME) TEACHING IN THE GOTHENBURG EXECUTIVE MBA PROGRAMME



Jeanette Andersson
School of Business, Economics and Law, University of Gothenburg, Sweden

Dr. Jessica Bagger
College of Business Administration Sacramento State, United States

Prof. Frank Bannister
Trinity University, Dublin, Ireland

Prof. Rickard Bergqvist
School of Business, Economics and Law, University of Gothenburg, Sweden

Prof. Fredrik Carlsson
School of Business, Economics and Law, University of Gothenburg, Sweden

Manoj K Chakravarti
Indian Institute of Management, Bangalore, India

Dr. Ingemar Claesson
School of Business, Economics and Law, University of Gothenburg, Sweden

Prof. A. Damodaran
Indian Institute of Management, Bangalore, India

Dr. Andreas Diedrich
School of Business, Economics and Law, University of Gothenburg, Sweden

Dr. Niklas Egels-Zandén
School of Business, Economics and Law, University of Gothenburg, Sweden

Prof. Wim van Grembergen
Antwerp Management School University of Antwerp, Belgium

Prof. Bin Guo
Zhejiang University, Hangzhou, China

Professor P D Jose teaches Strategic Management.



Prof. M V Rajeev Gowda
Indian Institute of Management, Bangalore, India

Prof. Yitchak Haberfeldt
Tel Aviv University, Tel Aviv, Israel

Dr. Johan Hagberg
School of Business, Economics and Law, University of Gothenburg, Sweden

Dr. Katarina Lagerström
School of Business, Economics and Law, University of Gothenburg, Sweden

Prof. Thomas Hedner
The Sahlgrenska Academy, University of Gothenburg, Sweden

Dr. Bowman Heiden
School of Business, Economics and Law, University of Gothenburg, Sweden

Prof. M. Jayadev
Indian Institute of Management, Bangalore, India

Prof. P D Jose
Indian Institute of Management, Bangalore, India

Prof. Kumar Kumar
Indian Institute of Management, Bangalore, India

Prof. Gideon Kunda
Tel Aviv University, Tel Aviv, Israel

Dr. Fredrik Lavén
School of Business, Economics and Law, University of Gothenburg, Sweden

Prof. Jinshan Li
Zhejiang University, Hangzhou, China

Dr. Rajalaxmi Kamath
Indian Institute of Management, Bangalore, India

Dr. Pernilla Lundqvist
School of Business, Economics and Law, University of Gothenburg, Sweden

Dr. Åsa Löfgren
School of Business, Economics and Law, University of Gothenburg, Sweden

Dr. Johan Magnusson
Department of Applied Information Technology University of Gothenburg, Sweden

Dr. Pekka Mattila
Aalto University Executive Education Helsinki, Finland

Prof. Chen Min
The Antai College of Economics & Management, Shanghai Jiao Tong University, China

Dr. Magnus Mähring
Stockholm School of Economics Stockholm, Sweden

Dr. P C Narayan
Indian Institute of Management, Bangalore, India

Prof. Ramnath Narayanaswamy
Indian Institute of Management, Bangalore, India

Dr. Anirvan Pant
Indian Institute of Management, Bangalore, India

Prof. Ulf Petrusson
School of Business, Economics and Law, University of Gothenburg, Sweden

Prof. Lidija Polutnik
Economics Division, Babson College, Boston, United States

Prof. Shyamal Roy
Indian Institute of Management, Bangalore, India

Dr. Roger Schweizer
School of Business, Economics and Law, University of Gothenburg, Sweden

Dr. Sandeep Shastri
Indian Institute of Management, Bangalore, India

Prof. Ben Shenglin
Zhejiang University, Hangzhou, China

Dr. Patrik Ström
School of Business, Economics and Law, University of Gothenburg, Sweden

Prof. Chetan Subramanian
Indian Institute of Management, Bangalore, India

Prof. Anil Suraj
Indian Institute of Management, Bangalore, India

Prof. Ashok Thampy
Indian Institute of Management, Bangalore, India



Dr. Åsa Löfgren teaches Applied Economics.

Prof. Zhong-Ming Wang
Zhejiang University, Hangzhou, China

Prof. Longbao Wei
Zhejiang University, Hangzhou, China

Prof. Xiaobo Wu
Zhejiang University, Hangzhou, China

Dr. Gangfeng Zhang
Zhejiang University, Hangzhou, China



Professor Lidija Polutnik Visiting Professor, teaches Marketing.

FIVE REASONS FOR SPONSORING TOP TALENTS

The Executive MBA programme is an investment in time and money. The reward is a solid return for the participant, as well as for the sponsoring organisation.

1. Retain the high-performers

Supporting high-potential employees in their career ambitions builds loyalty and gives them strong reasons to develop together with the company. Nomination of a top talent to the Executive MBA programme demonstrates the company's commitment and improves the mutual bonds between employer and employee.

2. A shortcut to international experience

The programme is truly international, with international faculty and participants. The overseas modules at three of the most renowned Chinese and Indian universities provide unique insights into these countries. During the programme, the participants discuss business trends, challenges and opportunities with lecturers and business leaders from across the globe. Thus, the participants return home with better ability to do business in Asia.

3. Immediate application at the workplace

The participants enter the programme with substantial managerial experience and are highly motivated to implement new skills from the programme into their daily work. The balance between theory and practice gives them both concepts and useful tools. Experience exchange between the participants and field work at the participants' companies provide new perspectives.

4. Navigate in ever-increasing complexity

The programme provides tools for doing business in a rapidly changing environment. The faculty consists of well-renowned academics, researchers and business leaders who share their experiences of how to navigate in a complex globalised environment.

5. Employer branding

Being an employer renowned for active talent management will make the company attractive for recruiting top candidates. Nominating an employee to the Executive MBA is a clear signal and a proof of the career opportunities the company offers.

IF YOU CONSIDER JOINING the Gothenburg Executive MBA programme you are probably already engaged in a discussion with your home organisation about sponsorship. To support you in these discussions, we have developed a Sponsor's Guide that you can download from our website.

How to maximize your return on investment

1. Set organisational and individual goals
2. Share the learning with the rest of the organisation
3. Write the thesis and apply its results in the organisation
4. Plan the post-programme career

SPONSOR TESTIMONIALS



Peter Elmfeldt, Director Group HR, SKF Sweden

"SKF is an international company characterized by a profound engineering culture. We strive to identify ambitious employees, who want to develop professionally and enhance their business acumen. Through the Gothenburg Executive MBA, we create opportunities for our senior leaders to grow. In return, they develop new and valuable insights into how decisions at SKF can drive our global business."



Cecilia Hallengren, Head of HR, Global Medicines Development, AstraZeneca

"The Gothenburg Executive MBA programme develops our top talents beyond their functional specialisations and make them prepared to take on general management positions in our company. The Asian focus is highly relevant to us since emerging markets and Japan are two of our five strategic growth platforms."



Tomas Carlsson, CEO, Sweco

"By nominating our high-potential employees to an Executive MBA programme, we develop knowledge that benefits our clients. At the same time we provide opportunities for our employees to develop within Sweco."



>> Read more in our Sponsor's Guide: guexed.com/executive-mba/sponsors-guide/

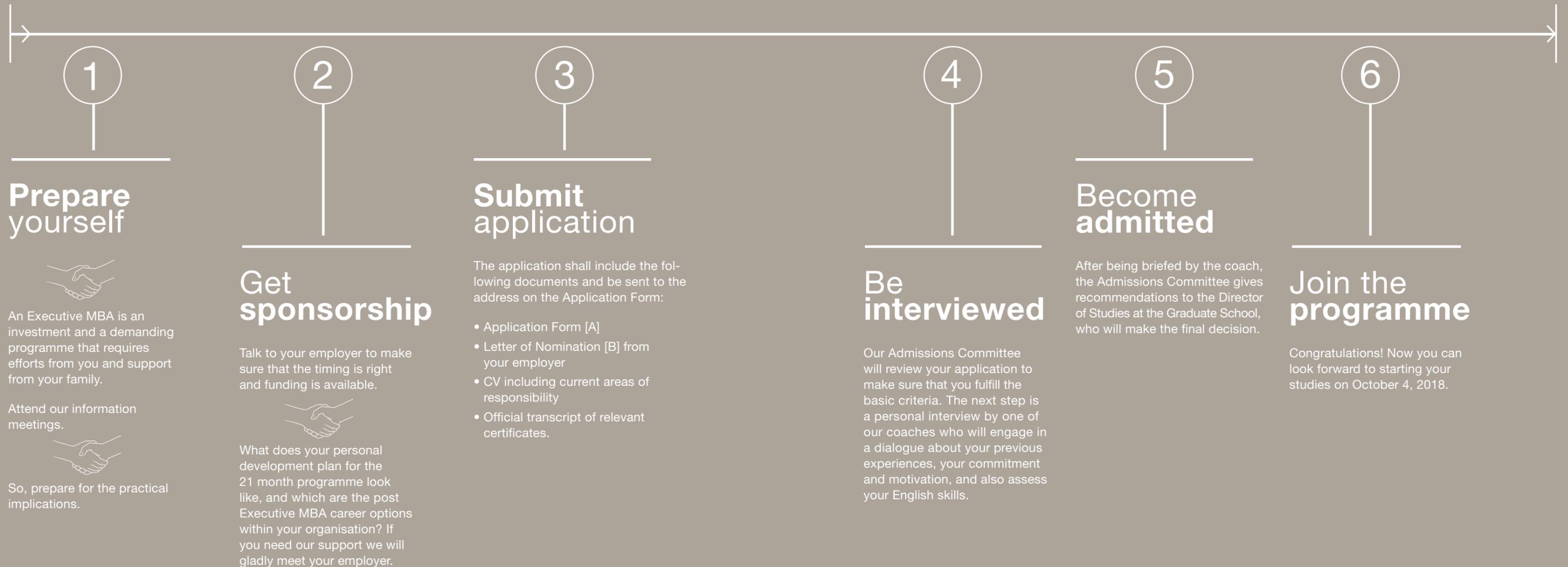
TAKE YOUR NEXT STEP TODAY – PREPARE YOUR THREE HANDSHAKES

You have decided to become one of the participants of the Executive MBA programme starting October 4, 2018 – congratulations! We take great pride in your decision and will support you all the way. Just follow the guidelines below and don't hesitate to contact us if you have any questions.

Applications are processed on a first-come-first-served basis. Admission notifications will be communicated within three weeks of submitting your application.

WELCOME to our information meetings in Göteborg, Stockholm, Malmö and Oslo.

Visit www.guexed.com for the next upcoming meeting.



PRACTICAL INFORMATION

Formal requirements

All applicants are expected to have an undergraduate degree equivalent to 180 ECTS (120 p). Undergraduate studies in business administration are not a mandatory requirement for applicants. Participants originate from a wide range of educational and professional backgrounds, such as law, engineering, business administration, architecture, and social sciences.

The programme benefits from having a diverse group. Admission to the programme is based primarily on your professional development after obtaining your undergraduate degree. The more qualified your merits are, the higher priority you will get in the admission process. This is why we stress the importance of including a detailed description of merits as well as your past and current areas of responsibility in your application.

A minimum of three years of relevant professional experience is required. In recent years, however, successful applicants have had more than five years of professional experience.

Programme start

The programme starts on October 4, 2018. The scheduled three-day classroom sessions occur Thursdays, Fridays and Saturdays, taking place at three-week intervals nominally. The module examinations are based on individual home assignments and work in project groups of 3-5 people. The programme includes approximately 650 contact hours (i.e. face-to-face hours) and approximately 1 150 hours of individual work or group projects. The programme includes two intensive 8-days residencies at Zhejiang University, Hangzhou, and Shanghai Jiaotong University, China and at the Indian Institute of Management in Bangalore, India, respectively.

Costs

The tuition fee is 435,000 SEK, excluding VAT. The fee includes lectures, supervision, executive coaching, all mandatory study literature and refreshments and lunches on campus. A non-refundable tuition reservation fee (10%) is required upon acceptance to the programme. The remaining tuition will be paid in two equal installments at the start of the programme and at the start of the second term. The fee does not include travel and accommodation costs for the two residencies in China and India. There is also a three-day, off-campus leadership module in Sweden for which the accommodation and meals have to be paid separately.

Master of Business Administration

Successful completion of the Executive MBA programme will award you an academic degree: Master (60 Credits) of Business Administration, awarded by the University of Gothenburg (for all participants holding at least a bachelor's degree when entering the programme). This is celebrated by a graduation ceremony for you, your sponsoring organisation and your closest family members.



THE ALUMNI NETWORK:

Upon graduation, you will join our Executive MBA alumni network, which is a professional community for interaction both between members and with the School. Examples of Alumni activities are network meetings, seminars and field trips to interesting markets and companies. Access to a worldwide EMBA network and services through a free of charge membership with AMBA – Association of MBAs.



CELEBRATE YOUR GRADUATION:

- ✓ CELEBRATE WITH FAMILY AND FRIENDS
- ✓ JOIN THE ALUMNI NETWORK
- ✓ PRINT NEW BUSINESS CARDS
- ✓ GET PROMOTED

We look forward to hear from you!

Torbjörn Hansson
Business Manager, Executive MBA



Andreas Diedrich
Programme Director, Executive MBA



Håkan Ericson
Managing Director, GU School of Executive Education

Contact us for more information

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 www.linkedin.com/groups/Gothenburg-Executive-MBA
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KEY FACTS

Programme name:
Executive MBA

Description/focus:
General Management, Nordic-Asian focus

Language of instruction:
English

Programme format:
Part-time over 21 months, weekend programme (every third week).

Overseas modules:
8 days at Zhejiang University, Hangzhou and Antai College, Shanghai Jiaotong University, China.
8 days at the Indian Institute of Management Bangalore (IIMB), India.

Start date:
October 4, 2018

Target group:
Managers with an academic degree. Active in the private or the public sector.

Admission requirements:
Bachelor's degree, three years of relevant work experience.

Application:
Written application, nomination letter, CV, transcripts, interview.

Tuition fee:
435,000 SEK excl. VAT

Academic Credits:
60 ECTS

Academic Degree:
Master (60 Credits) of Business Administration granted by the University of Gothenburg (for all participants holding at least a bachelor's degree when entering the programme).

Accreditation:
EQUIS, AACSB, AMBA

Memberships:
AMBA, EFMD, AACSB, PRIME and UN Global Compact

International compliance:
EFMD/EQUAL and AMBA

GU School of Executive Education

GU School of Executive Education is a provider of university-based management development programmes, founded in 2008 as a carve-out of the executive education practice at the School of Business, Economics and Law at the University of Gothenburg, Sweden.

Apart from the Executive MBA programme, we deliver custom programmes for the private and public sectors. With our global networks in academia and corporate sectors, we work with large Nordic clients with a global presence to improve their capabilities to develop and execute new strategic initiatives.

Do you need an additional application form?

Please download it from our website – handels.gu.se/emba



Boost your career



UNIVERSITY OF GOTHENBURG
SCHOOL OF BUSINESS, ECONOMICS AND LAW