

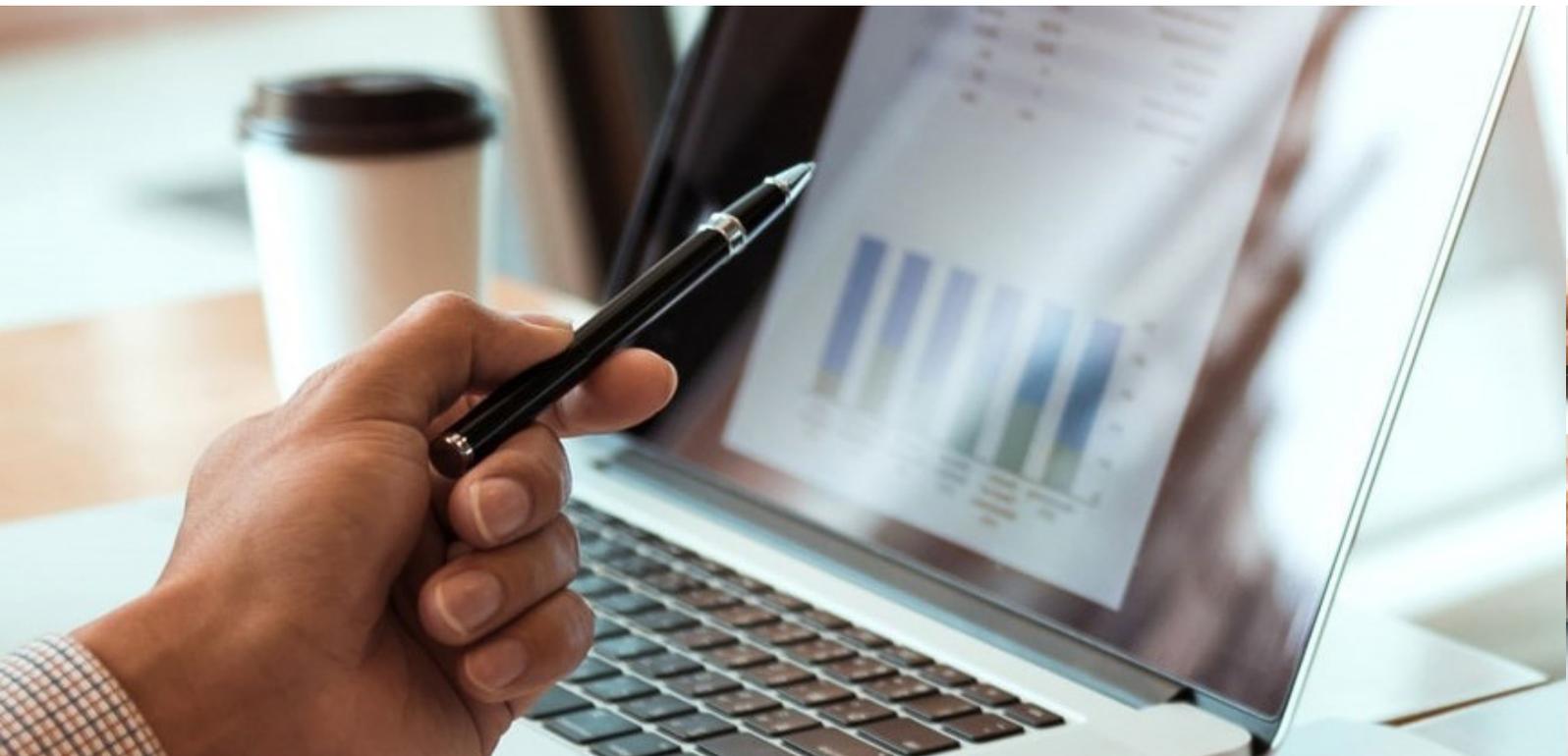
# EXECUTIVE EDUCATION

## INNOVATION A AUTOMATION

“The challenge is not only knowing what you’re going to do, but more importantly, who you want to be.”

# ABOUT EXECUTIVE COURSES

Executive education is a series of courses designed by leading industry experts and top universities to develop and enhance the key professional skills needed to succeed in today's most in-demand career fields. Find a program that meets your specific needs and that will enable you to take your career path one step further.



## YOU CHOOSE A COURSE

We offer training programs in many specializations and specializations that are currently in demand and will help you get ahead in your field.

## VALUABLE CERTIFICATE

A certificate that demonstrates the knowledge and experience you have gained and is backed by several accreditation associations or major global institutions.

## YOU LEARN AT YOUR OWN PACE

All courses are taught online, so you can take them on your PC, tablet or phone, which makes learning flexible and makes time for even the busiest of you.

## MOVING YOUR CAREER UP

Use the knowledge and skills you've gained to influence and develop your career at work. This step is up to you.

EXECUTIVE EDUCATION refers primarily to business management courses designed to help the professional development of executives and managers, which are considered part of an ongoing lifelong learning process.

# Develop your talent through study at EIFM



We live in a time of constant change. As we venture into this unstable reality, we will have to trust even more not only our core values and sound judgment, but also our ability to challenge the status quo. Creativity will be crucial to successfully navigating the present and the future, enabling us to meet the challenges that lie ahead.

The new leader must be able to combine two strands: on the one hand, the highest degree of professionalism and self-motivation to constantly strive for excellence and, as a result, personal and professional fulfilment; on the other, the generosity with which all these efforts will be devoted to serving others, society and the world. If you consider yourself a challenging and non-conformist person who wants to improve and move forward, and who feels that you have much more to give to make a real and lasting impact, then you are the ideal student for one of our executive courses.

“EIFM is the only school I applied to because not only is it a prestigious world-class institution with world-class faculty, but it is focused on collaboration and community, a key aspect that sets it apart from other world-class universities. It is taught by practitioners who provide practical experience outside the academic world; its focus brings it more in line with the professional world of workers and managers, and which are considered part of an ongoing process of lifelong learning.”

PETER BARROS, student

# STUDY BENEFITS

Executive education is an intensive journey of personal and professional transformation that prepares you to meet the challenges of any business environment.

Our certificate programs are special courses that enable business executives to develop their business, leadership, communication and other skills to become better managers and business leaders.



## GENERAL OVERVIEW

You'll gain a deep, comprehensive overview of the company from a general management perspective, allowing you to understand the uniqueness of each operational area and their interrelationships, as well as how they affect your decisions.

## DECISION-MAKING SKILLS

You will learn that to be an exceptional leader, you must become an expert at making difficult decisions. By examining more than 300 business cases, you will hone your ability to analyze challenging situations, justify your strategy, and decide on the best course of action.

## BUSINESS SPIRIT

You will discover the entrepreneur in you. EIFM courses will help you discover new opportunities and gain the knowledge and tools to make the most of them, both inside and outside your organisation.

## EFFECTIVE LEADERSHIP

You'll increase your ability to engage your team in top-level projects and manage diverse personal profiles and motivations to align them around a common goal. You will become a leader who is committed to professionalism and integrity and to a spirit of service for the good of the organization and the company.

## GLOBAL IMPACT

The program's highly engaging content, teacher guidance and intensive weeks in multiple locations around the world will give you a better understanding of the trends and opportunities shaping today's global business landscape.

## PERSONAL GROWTH

The program pushes you to your limits to stimulate deeper self-discovery and the discovery of your strengths and areas of growth. You will emerge better equipped to face any leadership challenge.

# WHY STUDY AT EIFM?

## GENERAL OVERVIEW

Our goal is lifelong learning. We are here to develop our students and provide them with up-to-date information, skills and knowledge to help them achieve their goals and ambitions in their personal and career lives.

## GLOBAL IMPACT

We are aiming not only at the national, but above all at the international level of education provided. Students should be exposed to different ways of thinking and acting, be open to continuous learning and be familiar with global business trends.

## EFFECTIVE LEARNING

The aim of our education is to prepare graduates to address contemporary economic, environmental and social challenges that impact society as a whole. We therefore provide our students with innovative and relevant knowledge and know-how that will develop their talents and take them to the next level.

## CRITICAL THINKING

Sufficient knowledge and its critical evaluation is the path to freedom. We therefore instill in our students the critical thinking skills and creativity that will prepare them not only to anticipate, but more importantly, to address the challenges they will be forced to face in today's global world.

# OUR STUDY YOUR CAREER

We want to be your guide on one of the most important journeys you will take in your life. A journey towards your personal growth, career improvement and fulfillment of your goals. Throughout this journey, we will do everything we can to ensure that you reach your full potential and get the most out of your studies at our Institute.

# ADMISSION PROCESS

We accept applicants for specific courses on a rolling basis, subject to availability, and we encourage you to apply as soon as possible. Although most programs have no formal educational requirements, admissions are selective based on your professional achievements and organizational responsibilities. Therefore, your application for a specific course should be accompanied by your CV and, if applicable, a cover letter, which will be used to decide whether you are accepted for admission.

## STUDY PROGRAMME

Before starting your studies, you should give due consideration to the programme you are applying for. If you are not 100% sure about this, you can contact our study department to arrange an online video call or other form of session to discuss in detail everything you need to ensure that the final choice of study programme matches your exact needs.

## DECISION ON ADMISSION

In the event of a positive decision by the admissions committee, our study department will contact you to inform you of your admission to study. At the same time, the study department will deal with all the necessary administrative matters such as the study contract and payment of tuition fees.

## APPLICATION SUBMISSION

You can fill in the application form online here on our website and attach the necessary documents. These are mainly documents confirming your university education or professional experience.

## BEGIN STUDY

Welcome to EIFM! As long as all the above steps have been followed correctly and all the necessary administrative matters have been taken care of, there is nothing stopping you from starting your studies and developing your talents and skills.



# STUDY STRUCTURE

Explore the structures and strategies that enable top companies to innovate repeatedly and continually move forward in these fast-paced times. From hospitals to high-tech companies, innovation drives sustained success. Whether you're building a new business, transforming an established business, or leading a product research and development team, you need to find ways to create and nurture a culture of experimentation and innovation - and develop a more agile enterprise.



## BASIC INFORMATION:

- ✓ SCHEDULE: online form, individual
- ✓ LENGTH OF STUDY: 9 weeks
- ✓ LANGUAGE: english
- ✓ TUITION FEE: € 1,400
- ✓ STARTING DATE: any time

Tuition fees include study materials and access to all seminars or online lectures organised by the European Institute of Finance & Management. If the student decides to pay the tuition fee in one lump sum before starting the course, a 5% discount on the tuition fee will be applied retrospectively.

Because any company is capable of creating a new product, coming up with a new service or technology, but without a meaningful plan, chances are a great return on your investment won't happen. Therefore, in this course you will learn how to create a workable innovation strategy that aligns with your organization's goals, how to create and iterate on various aspects of a successful strategy, as well as developing an overall vision, SMART goals, and budget. You will also be introduced to using innovation tools such as lean startup, makerspace and design thinking to help you in the process of acquiring and getting to know your customers. You will also learn to identify potential risks to the successful execution of your strategy and develop plans to mitigate them.

Under the guidance of top academics, you will develop innovative thinking and expertise in innovation management, idea generation theory, selection, strategy formulation and implementation, including automation processes.



INNOVATION STRATEGY



ORGANISATION DEVELOPMENT



AUTOMATION



SUSTAINABLE INNOVATION

# WHO IS THE STUDY SUITABLE FOR?

## REAL PROBLEMS

You will learn about many detailed real-world examples and practical exercises that will help you see the world differently and ultimately develop more thoughtful strategies for achieving lasting business success.

## PERSONAL GROWTH

You need to become a more innovative, flexible and agile thinker. You want to gain and apply exclusive strategic insights.

## ORGANISATION DEVELOPMENT

You will learn how to find and create new, streamlined and disruptive business ideas that you can then implement within your organization.



# GRADUATION CERTIFICATE

Upon successful completion of the course, you will receive a certificate of completion from the European Institute of Finance & Management, which will be valuable evidence that you have acquired improved skills, knowledge and abilities in the field of innovation and automation.

Throughout the course you will be continually assessed in relation to the completion of several practical assignments. These assignments are always completed online and successful completion of these assignments is a prerequisite for completing the entire course. You must therefore complete all the assignments given to you as part of your studies in order to be issued with a certificate of successful completion. These assignments vary from course to course and are based on the difficulty of the course and the requirements of the course sponsors or lecturers.

The certificate will be issued in your legal name and will be sent to you on successful completion of the programme as per the requirements set out at the address you have provided on your course application form. The certificate has unlimited validity and can be used throughout your career.



# MODULES

## BUILDING INNOVATIVE COMPETENCES

To create and sustain a culture of innovation and entrepreneurship in an organization, it is helpful to create an environment that fosters a certain mindset. And it is these mindsets that can first create a culture change in your organization, often followed by a higher financial return on investment. These mindsets are the competencies that turn ideas into real and successful investments. You will therefore become familiar with the key competencies for innovation and learn how to apply them. Each of the competencies covered is used by organisations large and small, resulting in new products and services and happy employees and customers.

## INNOVATION TOOLS

There are many interesting tools you can use to introduce innovation in your organisation. These tools are the “hammer and nails” of innovation. You will learn about several innovation tools. You will also see how other organizations have successfully used them to increase cultural and financial ROI, delight customers, and improve operational efficiency.

## EVALUATION OF INNOVATION PROCESSES

The aim is to teach you how to design a strategy for managing a portfolio of innovation projects in your organisation. You will explore best practices for portfolio management and create a plan for spreading innovation and an innovation culture. You will then explore the typical risks of your strategy and create a plan to sustain it. This part of the course will prepare you to introduce your innovation

## INNOVATION IMPLEMENTATION

You have learned how to create an innovation strategy and set a vision, SMART goals and outcome measures. You have identified competencies such as lean startup, makerspace and design thinking and selected tools to build an innovation culture. Now you will learn how to implement your strategy. After you map your key internal stakeholders, you design a campaign plan for your strategy and assemble a dedicated team. You’ll understand the different motivations of your innovation shop and “performance engine” and learn how to work effectively with members of the performance engine team.

## AUTOMATION

You will learn key skills in understanding, mapping, designing, analysing, automating and monitoring business operations processes. You will learn how your business processes relate to customers and value delivery. You will learn how to analyze organizational performance from a process perspective, redesign processes using value-based techniques, design workflows and implement them in your business. The goal is to focus on identifying and understanding business automation processes, developing strategies for implementing and integrating business processes, and assessing the efficiency and effectiveness of the business in terms of these processes, identifying any gaps and finding ways to improve them.

## DEVELOPMENT OF AN INNOVATION STRATEGY

A business with an innovative culture does not just happen. You have to plan for both financial success and cultural change. There are several types and approaches to innovation. How do you create an innovation strategy for your business? In this part of the course you will start to create an innovation strategic plan. You will identify your organization’s goals and align your innovation strategy with them. You will grow an executive champion and set SMART goals for your new product, service or technology. You identify risks and barriers to deployment and create plans to mitigate them. Along the way, you’ll hear case studies of large and small, private and government, established and start-up organizations from many sectors that have successfully implemented an innovation strategy with sustainable positive impacts on their bottom line.

Amsterdam  
Bratislava  
Madrid  
Munich  
Paris  
Prague  
Rome  
Zagreb



Get in touch  
with our study  
department!



CONTACT: +49 152 3643596 1

EUROPEAN INSTITUTE OF  
FINANCE & MANAGEMENT  
Maximilianstraße 2  
80539 Mníchov  
Germany