

# EXECUTIVE EDUCATION

## STRATEGIC MANAGEMENT

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



EUROPEAN INSTITUTE OF  
FINANCE & MANAGEMENT



# 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.

## 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.

## 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.

## 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.

## 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.

## 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

The course is designed to provide you with key tools and insights from strategy and finance to help you achieve these goals. It will help you understand how a company's strategic agenda can evolve, and how you can use this understanding to better identify opportunities for profitable differentiation. You will then learn how to leverage these opportunities to formulate an execution plan, drive organizational alignment and ultimately improve financial performance.



## BASIC INFORMATION:

- ✓ SCHEDULE: online form, individual
- ✓ LENGTH OF STUDY: 8 weeks
- ✓ LANGUAGE: english
- ✓ TUITION FEE: € 1,100
- ✓ STARTING DATE: any time

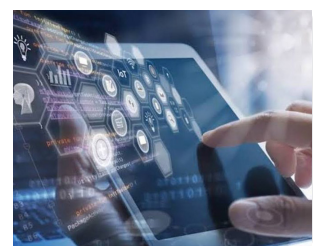
Tuition fees include study materials and access to all seminars or online lectures organised by the European Institute of Finance & Management. If the student decides to pay the tuition fee in one lump sum before starting the course, a 5% discount on the tuition fee will be applied retrospectively.

This course will help you address today's most pressing strategic business issues and design a strategy for your own organization. Using game theory to broaden your view of the market, you'll examine change, disruption and uncertainty in your industry and design strategies to respond effectively to these variables. As part of this strategy, you will have the opportunity to assess potential internal obstacles to overcome and develop a plan to overcome them. Evaluating a range of approaches including mergers and acquisitions, strategic alliances and organic growth, you will also identify potential synergies that will enhance your organization's value creation and profitability, and develop the necessary skills to optimize the network of relationships that drive your business.

Whether you are responsible for leading a product line or a business, you must be able to identify new sources of competitive advantage. Learn how to create a strategic foundation to expand your company's market share, business operations and global reach.



BUSINESS STRATEGY



DIGITAL STRATEGY



INNOVATION AND  
COMPANY DEVELOPMENT



STRATEGIC DECISION  
MAKING

# 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.

## CAREER ADVANCEMENT

You are a professional with experience in corporate strategy and you want to test or update your knowledge and want to work your way up to a strategic leadership position or are currently working towards one.

## PERSONAL GROWTH

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



# 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 strategic management.

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.





# STUDIJNÍ MODULY

## VALUE CREATION AND PROFITABILITY

Increasing and maintaining profitability requires you to provide unique value to consumers while protecting yourself from competitive threats. Developing a successful strategy requires identifying and planning for specific challenges in your market to avoid costly mistakes, take advantage of new opportunities, and increase long-term profits. In this course, you'll learn a number of real-world examples and effective frameworks to help you strengthen your strategy and profitability.

## GAME THEORY AND BUSINESS STRATEGY

A good strategy does not exist in isolation: the success and profitability of a company depends not only on its strategic actions, but also on the strategic actions of other companies. Understanding the strategic linkages between firms can therefore be extremely valuable. Game theory is a tool specifically designed to analyse and exploit these strategic links between the actions of different firms. You will explore the market and identify the key players in your industry. After identifying the key players, you will analyze their capabilities and motivations. You will take into account the physics of business when mapping actions and reactions to strategic moves.

## 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.

## 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.

## UNDERSTANDING OF FINANCIAL MARKETS

Digital is still an important part of an organisation's success. For organisations centred around digital, it is important to develop a digital strategy that addresses the specific opportunities and challenges that arise in digital ecosystems. This includes leveraging the potential to become a digital platform or leveraging existing digital platforms from complementary organizations. How can you harness the power of digital platforms to grow your organisation and maximise profitability? In this part of the study, you will therefore assess the state of digital platforms in the current market. You will use this assessment to identify network effects that your organization can leverage to increase the value of your products and services in the marketplace. Once you have identified the state of platforms and network effects, you will develop a digital platform strategy to grow and sustain your digital strategy, especially if your organization can create its own digital platform.

## BUSINESS RELATIONS AND COMMUNICATION

In this part of the course, you will assess the status of your business relationships through a comprehensive assessment process. The analysis will allow you to better understand the importance of each relationship to your value creation efforts and how your organization would be impacted if the relationship were to go wrong. You will then clarify expectations of both sides of the relationship, potential opportunities that are not being taken advantage of, goals for mutual success, and what to watch out for in the future. Armed with this knowledge, you'll be ready to develop a strategy for improving and maintaining the health of key business relationships through an action plan specifically tailored to the needs of each relationship.

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