

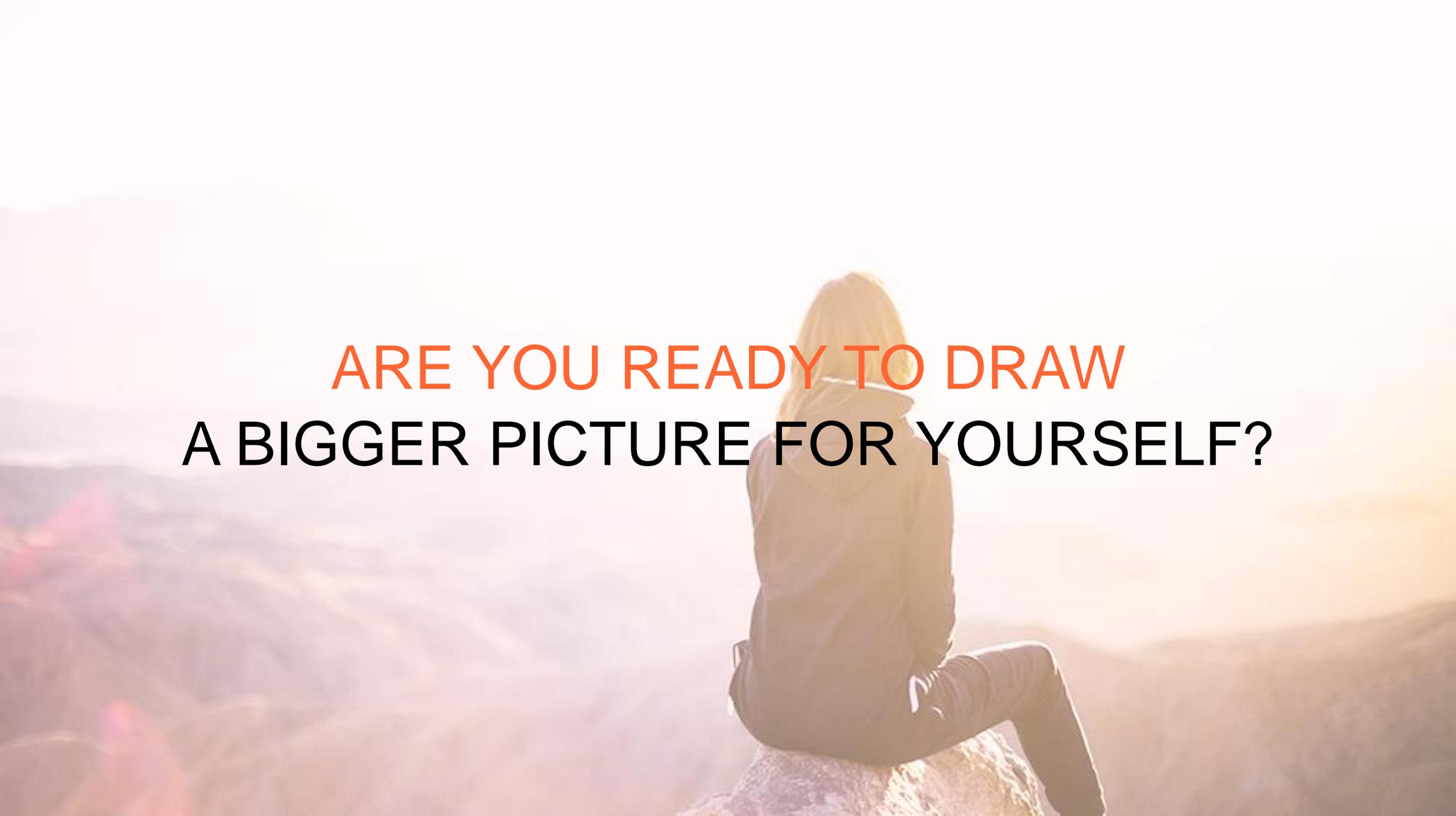
MBA HIGHLIGHTS 2019



HANKEN & SSE EXECUTIVE EDUCATION

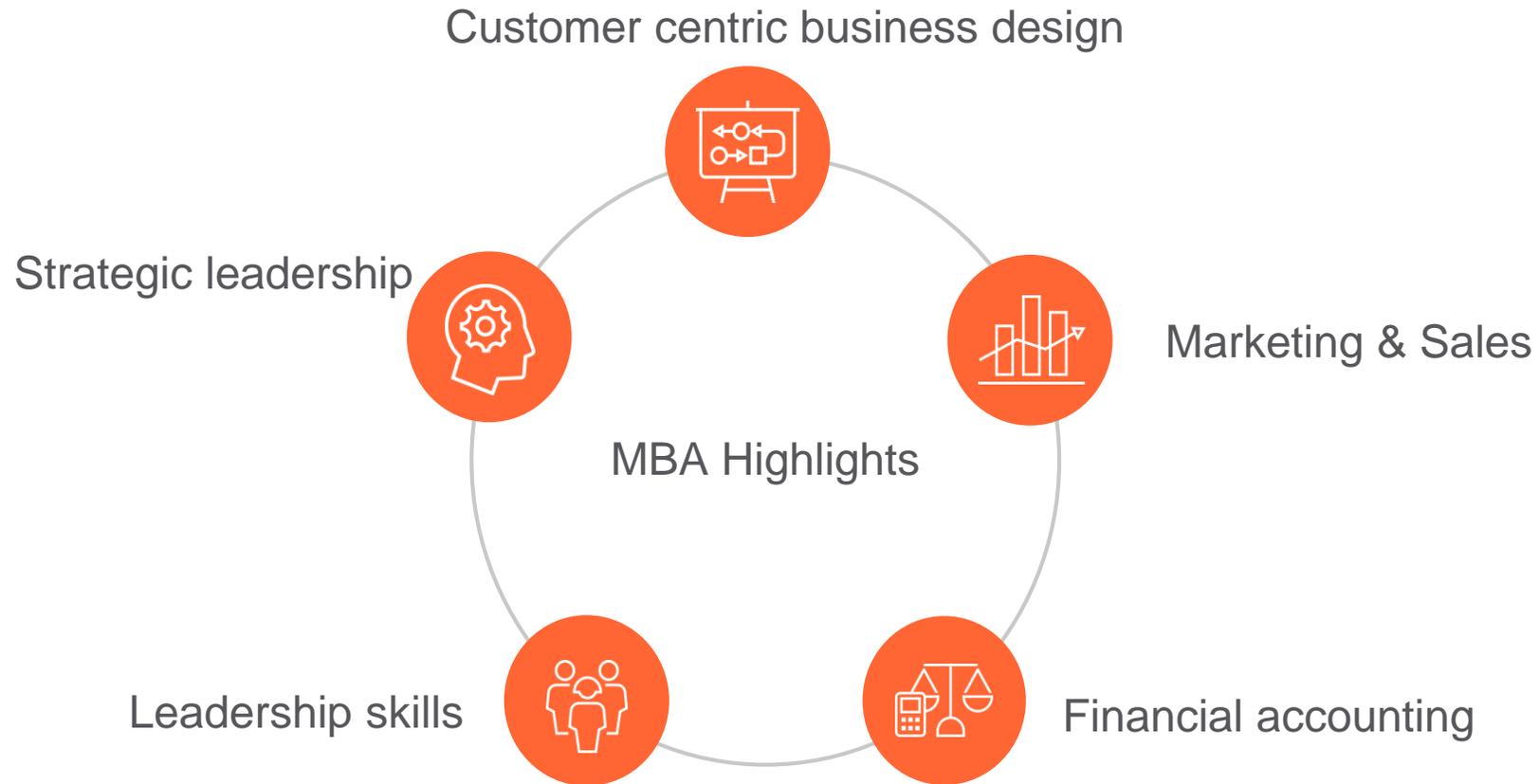
2019

#MBAHIGHLIGHTS

A person with long blonde hair, wearing a dark jacket and pants, is sitting on a rock, looking out over a vast, hazy landscape at sunset. The sun is low on the horizon, creating a warm, golden glow. The text is overlaid on the image.

**ARE YOU READY TO DRAW
A BIGGER PICTURE FOR YOURSELF?**

Boost Your Business Competence in the Hanken & SSE MBA Highlights 2019



Why join MBA Highlights 2019?

Benefits for professionals



When you have limited time and are looking for a compact business acumen programme with a low threshold



When you have considered studying for an Executive MBA, but the timing is now not quite right for you. Study days and programme fee are transferable into the full two-year Hanken EMBA programme



When you want to develop your competence in key business areas and broaden your business thinking that impact your career potential

Benefits for companies



A network of participants from diverse industries all from stocklisted companies to start-ups



Companies benefit from employees bringing increased value to the business and strengthened strategic decision making and leadership skills



New ways of thinking, as well as tools and techniques for business growth

The MBA Highlights 2019

01

Strategic leadership

Patrick Furu

26-27 November 2019

2 days

Learning goal: You are a leader who understands and influences organisational behaviour and thereby enhances the organisation's position.

On completion of the module you are able to:

- implement strategy through leadership
- differentiate between leadership and management
- analyse organisational issues from different perspectives and understand how the perspectives can be used to solve complex organisational challenges

02

Customer centric business design

Peter Barkman

14 January 2020

1 day

Learning goal: A solid base of understanding of modern methods of business- and service-design and how to involve your customers/users in the process in a relevant and value-adding way.

On completion of the module you are able to:

- ensure genuine demand for your product or service and understand which methods are useful in different phases of development
- create a co-designed development initiative
- have basic skills and courage to involve customers/users from the very start of your development initiative

03

Peak performance & leading change

Peter Zashev

11 February 2020

1 day

Learning goal: You acquire insights and tools for peak performance and change leadership.

On completion of the module, you are able to:

- become a leader, who understands and influences organisational behaviour
- get insights for implementing strategy through leadership
- plan, initiate and drive change initiatives
- get insights for peak-performance and change leadership to be further enhanced in module 6

04

Marketing & Sales

Leif Fågelstedt & Paul Viio

23-24 March 2020

2 days

Learning goal: You have insights on strategic marketing and branding as well as essential concepts and useful tools for implementing service and relationship oriented sales

On completion of the module you are able to:

- understand how marketing and branding can be used as a catalyst for growth
- understand how to transform product orientation to implementing service and relationship oriented sales
- choose appropriate approaches, strategies and tools for planning, structuring, and conducting service and relationship oriented sales

05

Financial accounting

Anders Tallberg

28-29 April 2020

2 days

Learning goal: You know how to read, interpret and analyze financial statements by means of systematic ratio analysis.

On completion of the module you are able to:

- use financial information to understand the earnings logic, competitive position and value creation models of companies
- see how financial statements are used in company valuation models

06

Self-leadership

Peter Zashev

27 May 2020

1 day

Learning goal: Knowing yourself and your team members better combined with modern knowledge on team building and team performance helps you and your team work better.

On completion of the module, you are able to:

- enhance your self-leadership skills
- understand team dynamics and the need to adjust leadership styles to different situations

Our way of working



Co-creation

- As a participant, you are a vital part of the co-creation of the learning process, as you share both your personal and professional experience.
- Different kinds of learning methods are used such as group work, casework, simulations, discussions, personality profiling tools (WPB5) and lectures.



Assignments

- MBA Highlights typically includes pre-module assignments to introduce you to the topic and a post-module assignment to deepen your knowledge.
- The post-module assignments can usually be linked to the company you work for.
- The objective is to retrieve benefit for your company while maximizing your personal learning experience.

Our awesome team ready to go



Ph.D. Patrick Furu is Adjunct Professor at Hult International Business School in Boston. Patrick's research has focused on new emerging models of leadership. He has published internationally on topics such as leadership in jazz bands, knowledge creation and transfer in multinational companies, as well as on the role of the board of directors in medium-sized companies. Patrick's professional activities include consultancy and executive education for management concerning strategies, leading change processes and competence development. Patrick is a highly experienced and appreciated facilitator of learning and development processes for groups between 5 and 150 persons.



Ph.D. Peter Zashev is currently a Program Director for Hanken & SSE working with a diverse variety of industries and companies. He is an experienced lecturer and facilitator, specialised in business in Russia and Eastern Europe and on change management. He has close to 20 years of experience from teaching pre- and post graduates as well as MBA students. Peter is fluent in English and Russian, and a Bulgarian native. His areas of expertise is in leadership, organisational culture, leading change and cross cultural communication and leadership. He has worked with management team development in Finland and in Russia, and is highly appreciated for his energetic and humorous approach in class.



Leif Fågelstedt is an independent consultant who offers business and marketing support and acts as an advisor and coach to established companies and start-ups who want to achieve their targets, differentiate themselves from competition and leverage the opportunities digital transformation can generate. He draws from over 25 years of experience in different global marketing and strategy roles from IT, Telecom, Media, Industrial and Services sectors and has deep knowledge from more than 12 years of CEO and leadership experience in the advertising industry.

Our awesome team ready to go



Ph.D. Paul Viio is a selling and sales management expert, keynote speaker, sales trainer and a business advisor. Paul helps companies improve their sales performance. Paul helps B2B companies transform from being mediocre to becoming world-class. Professional selling is neither about pushing, nor is it about waiting for orders. Professional selling and sales management is about understanding and serving the customer. It's also about actively and strategically managing the supplier-customer relationship in such a way that the customer considers the service offered by you being meaningful to them.



Anders Tallberg is Senior Fellow at Hanken & SSE Executive Education. Anders previously worked at Hanken School of Economics, as professor of accounting and head of the Department of Accounting. Anders has authored books, software applications and scientific papers on various aspects of accounting. He has extensive experience from different executive education programs and consulting engagements. He has been the director of controller development programs at Hanken & SSE for example at Stora Enso, OP, Cargotec, Paulig and Fazer. He has served as a board member, chair and CEO of several technology startup companies. Among other he currently serves as the vice chairman of the Finnish Accounting Standards Board, and as a member of the Finnish Auditing Board.



Peter Barkman is SVP at Palmu and has 20 years experience in service business development and concept creation and -management. During his career he has built several professional services businesses and has worked as a consultant with clients ranging from multinationals (Vodafone, Nokia, Nissan Konecranes, Suunto) to start-ups (Igglo, Habbo hotel). Peter's core area of expertise is creating and developing new businesses 360°. He has managed multinational teams ranging from 3-100 people. Peter has held operative management responsibilities in several companies and internationalization projects and has a wide understanding of challenges in an international context. He currently sits on the board of 3 companies outside of the SOLITA Group and is a part-owner in 4 including Inventure, a Helsinki based VC.

MBA Highlights 2019

Benefits

MBA Highlights is right when you have limited time and are looking for a compact business acumen programme (9 days) and want to develop your competence in key business areas that all impact your career potential.

Additionally MBA Highlights provides an ideal basis towards studying in the Hanken EMBA programme, as the study days and the programme fee are transferable into the full 2-year Hanken EMBA programme, if this is done within four years.

The faculty are all experienced facilitators within executive education, and they are frequently involved in the Hanken EMBA.

MBA Highlights follows the same quality requirements as the Hanken EMBA. Hanken belongs to the 1% of business schools with all three international accreditations (EQUIS, AMBA and AACSB).

Learning content

Strategic leadership 2 days

Patrick Furu

Co-creation and customer-centric business design 1 day

Peter Barkman

Self-leadership, peak performance & leading change 1 + 1 day

Peter Zashev

Strategic Marketing 1 day

Leif Fågelstedt

Service and Relationship Oriented Sales 1 day

Paul Viio

Financial accounting 2 days

Anders Tallberg

For whom & investment

The MBA Highlights is for top talents with minimum three years of work experience and at least one year of leadership experience. High proficiency in English and at least a Bachelor's degree are also required.

Investment

6 900 € (+VAT) per participant.

Early bird price 6 000 € (+VAT) per participant until 19 June 2019.

- All costs except personal travel costs are included
- All programme modules are held at Hanken & SSE office in central Helsinki

Last registration by 4 October 2019.

We would love to hear from you



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We build the leaders of tomorrow



The leading Nordic provider of management and leadership development

World-wide delivery together with our customers

Programmes tailored in co-creation to ensure desired business impact

Cutting edge learning experiences blending physical and digital delivery

Profits channelled to education of future business leaders through our owner business schools

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