Cambridge Judge Business School
Executive Education

Cambridge General Management Programme 2019-20

ESSENTIAL STRATEGIC KNOWLEDGE, SKILLS AND INSIGHT TO DRIVE PERFORMANCE
Cambridge General Management Programme

2019-20 Programme Dates

20 October-1 November 2019,
24 May-5 June 2020 or 18-30 October 2020

“The programme offered a great range of different subjects and views on a high academic level, thus providing to me a fascinating insight into matters which I do not deal with daily but which are important for my work. For me the programme has been a stimulus to increase my knowledge of the subjects of the sessions by doing further reading.”

Hannes Wagner
Boehringer Ingelheim RCV
Senior Legal Counsel

“I was able to see the bigger picture for my organisation and the possible changes that can be made.”

Faisal Al Sugeiri
Saudi Industrial Development Fund
Team Leader
The “Cambridge Advantage”

Two weeks of fast-paced learning in one of the world’s most famous centres of learning. Cambridge and its historic Colleges are both beautiful and inspiring for those seeking new knowledge.
Develop new skills, capabilities and knowledge. Gain the insight you need to increase organisational performance.

The Cambridge General Management Programme (GMP) provides an intense learning experience, bringing together managers from around the world who share a passion to excel in an increasingly competitive landscape. We offer a very practical and skills-based approach which recognises that time is short and expectations are high.

You will join us for two weeks that will stretch your thinking, increase your confidence and accelerate your management career. There will be the opportunity for you to reflect on your performance to date and consider how to develop your skills further to ensure future success.

Who is the programme designed for?

If you are moving into your first senior management role, broadening your responsibilities or tackling new uncertainties, then this is the right programme for you. We attract highly talented, fast track individuals who are looking to widen their outlook with a view to securing a future position as a regional leader or business unit head, or to simply perform at a higher level in their current role.

Typically our participants have five or more years’ experience as a functional manager. The cohort of each GMP is highly international with around 20 different nationalities represented on each programme.

Which subject areas are covered?

You will be provided with an understanding of the concepts and fundamental principles in key business management disciplines including:

- Accounting
- Collaborative leadership
- Communication and negotiation strategies
- Creative approaches to problem solving
- Finance
- Innovation
- Macroeconomics
- Marketing
- Operations
- Organisational behaviour
- Strategic management
- Risk and uncertainty
- High performance wellbeing

Your two weeks will contain a variety of teaching methods including: faculty lectures, guest speakers, case studies and group work sessions.
“The programme has complemented my expertise and I am prepared to apply the new concepts and practices in my professional life.”

Sandra Lima de Oliveira
Petróleo Brasileiro S.A - Petrobras
General Manager Business
A life changing experience that will impact positively on you and your organisation.

What new skills and knowledge will you benefit from?

• How to increase team performance with enhanced leadership skills
• Improved decision making processes and analysis
• A broader understanding of financial and accounting principles
• An appreciation of strategic issues in the context of a global marketplace
• How to identify new trends and market demands in a complex business and economic environment
• How to integrate marketing, operations and strategy for a strategic business perspective
• Increased insight into topical issues through discussion with thought leaders
• An opportunity to customise some of the programme via a series of electives that allow deep dives into specialist areas and topics of current interest in the business world

Gaining a global perspective and a new network

• You will gain a far greater international perspective through interaction with peers from a wide range of industries across the globe. On completing the programme you are also eligible to become an associate member of the Cambridge Judge Business School global alumni network
• Each cohort of the programme attracts high calibre participants who are expected to share their own insights and experience in relation to the different topics discussed. Cultural diversity is a real strength with over 40 different nationalities represented to date, ranging in age from 35 to 55
• Sponsoring organisations have included SMEs through to larger organisations such as Apple, ARM, Cisco, Dell, Ernst & Young, Fujitsu, GAP Inc., GlaxoSmithKline, Honeywell, HSBC, Lonza, Microsoft Research, Nokia, PwC, Puma, Quintiles, Santander Group, SK Electronics, Standard Chartered Bank, Volvo and many more

www.jbs.cam.ac.uk/gmp
Learning Environment

The University of Cambridge environment affords the opportunity to fully immerse yourself in the programme, away from the distractions and demands of your day-to-day busy life. Space to think, reflect and be reinvigorated to take on new business challenges.
Fast-track your appreciation of key management disciplines and improve decision-making within your organisation.

**Accounting**
- Financial statement principles – an introduction to objectives and conceptual frameworks of financial reporting
- Reading financial statements – introduction to financial reporting
- Modelling accounting relationships – Excel-based session modelling key relationships across the financial statements
- Value-based management – measurement of financial performance; introduction to management accounting

**Communication and negotiation strategies**
- Understanding the negotiation process and effective communication
- Approaches to different negotiation situations
- Communication strategies

**Finance**
- Global markets and financial instability – drivers of world economy and growth, causes of financial instability, credit risk and stability, banks, capital markets and financial intermediation
- Asset valuation – discount rates and factor, NPV, IRR, bonds and equities, risk and return
- Principles of corporate finance – financing corporate assets, capital asset pricing, cost of capital, alternative asset classes
- Beyond the financial crisis

**Leadership in projects**
- Managing sets of stakeholders who have the power of disrupting your project
- Stakeholder networks and motivation
- Controlling projects and influencing others

**Innovation**
- Why do firms find it so difficult to deal with disruptive innovations? – practical examples of ways of disrupting an existing industry through a new business model
- Business model innovation; value proposition, value creation and value capture

**Macroeconomics**
- Characterising the macro economy – introduction to macroeconomics and an overview of the macro economy in national accounting terms
- Developing a simple model of the macro economy
- An overview of the core aspects of prominent approaches to macroeconomic policy

**Marketing**
- The market-driven organisation – basic concept of marketing and market orientation, characteristics of a market-driven organisation
- Sustaining customer relationships – introduction to CRM, components of CRM systems, customer lifetime value analysis
- Competitor analysis – general framework for analysing competitors, competitive benchmarking, approach to competitor analysis
- Pricing and promotion – basic concepts, analysing price sensitivity, promotion strategy, frameworks to analyse promotions

**Operations and business performance**
- Organising the international supply chain – case study discussion to develop the principles of integrated supply chain management
- The role of operations – importance of operations, competitive advantage via operations, objectives of operations
- Performance measurement and translating strategy to actions

**Organisational behaviour**
- Behaviours, change and culture – themes of behaviours, change and culture, and others important to organisational success
- Management of talent and performance – the importance of talent management to securing and sustaining competitive advantage

**Strategic management**
- What is strategy? – core concepts in business thinking
- Competitive environment – introduction to the dominant frameworks of environmental analysis
- Competitive advantage – business strategy approach to creating and sustaining long-term competitive advantages
- The resource-based view – corporate strategy approach to creating and sustaining long-term competitive advantages

**Understanding risk and uncertainty**
- The flaws of averages
- Modelling decision-making
- Portfolio valuation and risk modelling

**High performance wellbeing**
- Awareness of the demands of performing at a higher level
- Taking control of physical and mental wellbeing

---

**Introducing leadership principles**
- Gain a comprehensive understanding of the purpose of leadership
- How to act as a leader
- Understand the leader type you are
- How to shape and develop your leadership
Learn from world-leading thinkers, gain new insights and perspectives.

Professor Jochen Runde
Professor of Economics and Organisation

Jochen has taught at Cambridge since 1990 and was formerly the Director of the MBA and Director of Programmes at Cambridge Judge Business School. He has extensive experience of executive education programmes and has worked directly with a variety of organisations including: McKinsey, BT, the Industrial and Commercial Bank of China, and the Agricultural Bank of China. Jochen serves as Chair of the Chemical Engineering and Biotechnology Syndicate and his current research interests centre on the nature of technology, and the development and commercialisation of digital technologies. He also works on various topics related to decision-making under conditions of uncertainty or where information is otherwise deficient in some way, including rational choice modelling, tacit knowledge and what organisations can learn from unique events.

Professor David De Cremer
KPMG Chair and Professor in Management Studies

David lectures on the topics of organisational behaviour, corporate social responsibility and ethics, contemporary issues in leadership, trust as a business asset, negotiations and decision making. He has provided consultancy to numerous companies including: Novartis, AB Inbev, KPMG, Solvay, IBM, Barclays, Rabobank, ING, Cisco, Bayer, Exmar, DSM, and Huawei. David has published more than 200 academic pieces in the fields of psychology, management and decision science with his work featured and discussed in The Economist, Forbes and the Financial Times amongst others.

Dr Jane Davies
University Lecturer in Operations Management

Jane teaches courses in Core Operations Management, Lean Six Sigma and Project Management. Prior to her academic career, Jane spent ten years consulting with companies in the finance, telecoms and public sectors on operational excellence initiatives and technology change projects. Jane’s research interests are in assessing the value of operations to organisations, particularly looking at the relationship between operational choices and the market valuation of firms and the role of operations in entrepreneurial ventures.

Dr Allègre Hadida
University Lecturer in Strategy and Creative Leadership

Allègre has received numerous awards for her teaching, including the Cambridge Judge Business School Teaching Prize (in 2011 and 2013), and four Cambridge MBA Professor of the Year Awards. Her teaching covers strategy, creativity, management and cultural, arts and media management whilst her research interests reflect this with a focus on strategy in cultural, arts and media organisations, and on creativity in business. Her work has been highlighted in Business Week, the Financial Times, the Wall Street Journal and on BBC Online.

Dr Jennifer Howard-Grenville
Diageo Reader in Management Studies

Dr. Jennifer Howard-Grenville is the Diageo Reader in Management Studies at Cambridge Judge Business School. Her research is focused on how people generate and navigate change, often associated with environmental and social issues. She has conducted in-depth studies on how people seek to make meaningful change to address environmental issues in the semiconductor manufacturing, athletic apparel, oil and gas, and other sectors. Jennifer received her PhD at MIT, her MA at Oxford, and her BSc (Eng.) at Queen's University, Canada. She has taught extensively on management and sustainability topics at the MBA, Executive MBA, doctorate and undergraduate level. Jennifer is author or editor of four books, has published extensively in top management journals, and served as an Associate Editor at Academy of Management Journal from 2014–2016.
Professor Stelios Kavadias
Margaret Thatcher Professor of Enterprise Studies in Innovation and Growth Director of Research

Before joining Cambridge Judge Business School, Stelios previously gained experience at Georgia Tech’s Huang Executive Education Center where he regularly contributed to both open enrolment and custom programmes on innovation and project management, and was the Academic Director of their GE Energy PLMP. He has authored several case studies through close collaboration with major firms across multiple industries.

Michael Kitson
University Senior Lecturer in International Macroeconomics

Michael’s research interests include: economic policy, regional economics, corporate performance, innovation, technology transfer and the commercialisation of science. He has undertaken major research projects for the UK Department for Innovation, Universities and Skills; the National Endowment for Science, Technology and the Arts (NESTA); the Economic and Social Research Council (ESRC); and the Engineering and Physical Sciences Research Council. The author of numerous articles, Michael has published in leading journals including: the Economic Journal, Cambridge Journal of Economics, Economic History Review, Scottish Journal of Political Economy, Review of International Political Economy and the Bulletin of Economic Research, Regional Studies and Urban Studies.

Professor Geoff Meeks
Professor of Financial Accounting

Geoff joined Cambridge Judge Business School in 2003 and has served as Head of the Finance and Accounting Group and as Acting Director of the School, 2010-11. He was previously employed by PwC and the University of Edinburgh and has held visiting positions at Harvard Business School, INSEAD and London School of Economics. He is a member of the Academic Panel of the Accounting Standards Board and a member of the Cambridge Corporate Governance Network (CCGN). His main research focuses on accounting issues related to takeover and to insolvency of companies and governments.

Dr Andreas Richter
Reader in Organisational Behaviour

Andreas has extensive executive education experience and has worked widely with clients such as Barclays, UNICEF, Dell, AstraZeneca, and the NHS. His teaching and consulting activities focus on team working, organisational creativity, and leadership development. Andreas is a psychologist by training, as well as a client-centred counsellor (clinical and occupational settings). Prior to joining Cambridge Judge Business School, he was Assistant Professor of Organisational Behaviour at Instituto de Empresa Business School.

Dr Pedro Saffi
University Lecturer in Finance

Pedro’s teaching experience includes courses for MBA and Executive Education programmes at London Business School, Reykjavik University and IESE in Barcelona. In 2012 he was awarded an Outstanding Teaching Award by Cambridge Judge Business School. His professional experience includes work as a valuation expert for the International Court of Arbitration, and for real estate and pharmaceutical companies. He also worked as a consultant in the asset management division of Banco Itau (Brazil).

Professor Stefan Scholtes
Dennis Gillings Professor of Health Management

Stefan has extensive executive education and consulting experience, including major clients such as BP, Shell, Lloyds TSB, and Laing O’Rourke. His research is multi-disciplinary, spanning several management disciplines, systems engineering and applied mathematics. Most recently, he has developed a strong interest in the challenges of health care organisations, with a focus on hospital management, health ecosystems, innovation and operations strategy.

Dr Kishore Sengupta
Reader in Operations Management

Kishore’s research, teaching and consulting activities are focused on managing complex projects, managing complexity in organisations, and managing innovations in networks. Before joining Cambridge Judge Business School, Kishore gained executive education experience at INSEAD in France and commercial knowledge through various roles at AT&T (now Alcatel-Lucent), Ernst and Young, NASA and the U.S. Government Department of Defence.

Dr Eden Yin
University Senior Lecturer in Marketing

As a consultant and executive educator, Eden has worked with clients such as McKinsey & Co., ABF, Ofcom, ARM, Laing O’Rourke, Cambridge Addenbrooke’s Hospital, and the State Grid of China among others. His main research and teaching interests are in the area of marketing strategy, innovation, high-tech marketing, and internationalisation strategies for firms from emerging economies. His research has appeared in top academic journals including: the Marketing Science, Journal of Marketing Research, Journal of International Marketing, Management International Review and Sloan Management Review.

Visit our website to watch faculty interviews and to learn more about the diverse range of teaching on the programme:

www.jbs.cam.ac.uk/gmp
Simon describes his experience on the Cambridge General Management Programme, why he chose it and what he and a colleague, Sarah Lee, Group Financial Controller of The Alumasc Group plc, who was part of the same cohort, found most beneficial.

Paul Hooper, our Group CEO had previously experienced some sessions of the Cambridge Judge Business School General Management Programme and was really impressed by the faculty, the environment and the people he spent time with. On returning to the organisation and after discussions with our HR function, Paul decided to identify a group of take out ‘senior’ managers who might be potential business leaders of the future. Sarah and I were fortunate enough to be selected. I was excited to be given this opportunity and then spent some time doing my own research on the programme. I could see that it was a high quality, well-rounded course which would provide me with a good introduction to general management.

I was eager to learn about other aspects of business that I don’t encounter on a day-to-day basis. I could see a real benefit in gaining greater insight, understanding and appreciation of the different functions and how they interact with each other. Having a broader perspective allows you to understand how decisions taken in one area of the business can have implications and consequences in another function.

My colleague, Sarah described how since attending the Cambridge GMP, she has “approached challenging situations with a more holistic view, considering the business-wide consequences rather than simply the financial impact.”

Sarah added: “The programme has provided the tools to enable me to add value to strategic decisions by gaining a broad understanding of fundamental business principles. I found the use of practical examples and simulations to communicate theories throughout the course an extremely effective teaching methodology, which has enabled the transition from “class room” to “workplace” to be more efficient and effective”.

My part of the organisation is relatively small but operates on a truly international basis, so one of our key challenges is in ensuring that we use our available resources to greatest effect. Some of the concepts we explored on the programme looked at different ways of organising a business and allowed me to consider how we might best utilise our assets and align the functions to generate more value. It also reinforced for me how important it is in a business like ours, to get things right first time, as you don’t have the luxury to get things wrong. I was really stretched and challenged to think in a different way in order to get a better outcome.

I was quite humbled that the majority of the class were from overseas and often from large organisations, but it immediately struck me that we all faced very similar challenges. Through discussions in our lectures, it became clear that we often handled issues in very different ways, these insights will encourage me to explore other solutions going forward. I don’t think there was a single session when I didn’t leave thinking – we could do things differently and for the better.

One of the highlights for me was the opportunity to increase my knowledge and understanding of marketing. Marketing isn’t part of the business I am directly involved with, but I found the insights extremely valuable and it has given me ideas of how we might better present ourselves to the outside world. Interestingly, there’s an innovative wellbeing element to this programme which heightened my awareness of how health can affect your performance at work, of course it helps that Cambridge is such a nice place to study and an amazing, historic setting.

Having completed the programme, I gained new tools and concepts to apply together with some really excellent learning materials to refer to and ongoing access to a business network of highly experienced senior managers who had been through the same programme as us. I’m sure this network will be highly valuable in addition to the future literature that we will be encouraged to read. As Sarah put it, “I really enjoyed the overall Cambridge experience and would recommend the programme to anyone who wants to develop personally and progress their career.”

Now I’m back in the organisation, I think the immediate impact for me is in thinking about our strategy and in setting our budgets for the coming year. What I learnt on the Cambridge General Management Programme will influence this process both in the immediate and longer term, it will help change the course of the ship for a better outcome and inform our strategy over the next five years.
Sponsoring Executive’s perspective

Sponsoring executive, Paul Hooper, had this to say about the programme and its impact on the business since Simon and Sarah returned to work.

“Simon and Sarah are two of six ‘high flyers’ currently identified within our group of companies we wish to invest in, and also reward them for their significant contribution to date.

Having reviewed a number of general management programmes, the Cambridge offering was the best fit with our organisational needs. It covers a range of topics in the depth required to broaden the horizons, and I felt our high potentials would be able to relate the course materials to their practical business knowledge, enabling them to see the bigger picture.

On returning to work, Simon and Sarah could not have been more effusive about their Cambridge experiences and appear to be even more motivated, the feedback I received is extremely positive. It has given them greater confidence, knowledge and an appreciation of operational areas they are not directly involved in. We are already seeing a broadening of abilities and the impact this is having on the business. As a result, we are sending all our high potentials on the Cambridge programme.”

Paul Hooper
The Alumasc Group plc
Chief Executive

Participant’s perspective

“The programme is extremely well designed and offers a great balance between theoretical and practical management principles.”

Sergio A. Febles
Lopesan Hotel Group
Corporate Commercial & Marketing Director

Sergio explains what impressed him about the programme.

“It was for me, a real privilege to experience one of the finest executive education learning environments available in Europe. The General Management Programme at Cambridge Judge Business School provided me with real intellectual challenges, stimulated my thinking and gave me some new business management insights. The internationally renowned faculty team were truly inspiring, operating at the highest level of executive education.

The programme is extremely well designed and offers a great balance between theoretical and practical management principles. Marketing, finance, economics, industrial psychology strategies and operations management are all brilliantly presented in this intensive programme which has broadened my business perspectives and management skills.

I was particularly struck by how fellow participants had joined the programme from all over the world. This generated some invaluable sharing of international business experiences which helped to inform our everyday discussions. The programme should also be highly praised for developing a sense of empowerment and helping you to build your own self-confidence. I have no doubt that anyone attending the programme will fulfil their expectations and ultimately become a better and more effective general manager. This clearly has both individual and organisational benefits.”
Participant Profile

- At least five years professional experience
- Mid-level or senior business experience
- Strongly motivated to progress in your career
- Will make a strong and active contribution to the programme
- Fluent English required to get the most out of the programme content
Join a highly international and diverse group of like-minded peers – exchange ideas and experiences.

Nationalities represented
- Bahraini
- Bangladeshi
- Brazilian
- British
- Canadian
- Chinese
- French
- Indonesian
- Italian
- Malaysian
- Moroccan
- North American
- Norwegian
- Russian
- Saudi Arabian
- Spanish

Female attendees 23%  
Male attendees 77%

Average class size 21  
Average years of professional experience 8.7  
Average age 40

Industry sectors
- Education 2%  
- Finance 17%  
- Government 12%  
- Logistics 5%  
- Manufacturing 9%  
- Oil, Gas & Energy 19%  
- Pharma 14%  
- Professional Services 2%  
- Others* 11%  
- Others include: Construction, Media and Retail.

*Others* include: Construction, Media and Retail.  
These figures were taken from the two GMP classes held in 2016.
Discover Cambridge

While in Cambridge for these two weeks, attendees can explore our historic Colleges, visit the famous Fitzwilliam Museum, the beautiful Botanical Gardens, as well as enjoy the many shops, restaurants and bars this cosmopolitan city has to offer.

Stay in the heart of historic Cambridge and experience everything this famous city has to offer.

The programme takes place in Cambridge college venues combining heritage charm with contemporary learning facilities in a convenient location.

A residential programme

In order to allow participants to spend time together outside of the classroom, accommodation is provided for 12 nights in a quality Cambridge city centre hotel within walking distance of the programme venue and many other local amenities. We believe as much learning goes on outside the classroom as in it and so it makes sense for the group to be staying in the same location. On most evenings participants go out to dinner together, or they may choose to spend time reading or catching up with necessary reading and project work.

Free time and special activities

Additional organised events may include the following:
- Sightseeing tour of Cambridge
- Tour of the Scott Polar Research Institute, the national memorial to Captain Robert Falcon Scott and his companions, who died while exploring the South Pole
- Punting trip on the River Cam
- Visit to the Fitzwilliam Museum, home to world-class collections of art and antiquities

Participants also have several free evenings and a free weekend to explore Cambridge and the surrounding area.

www.jbs.cam.ac.uk/gmp
Apply now and take your next step towards joining the programme.

Selection process

We adopt a highly selective approach to the Cambridge General Management programme as we want to ensure that each cohort works effectively together. Our stringent process, led by the dedicated programme director, ensures that the objectives and experience of the final group are well matched.

It is important to us that participants get the most out of the programme and are well prepared before attending. On receipt of your completed application form, a decision will be made and communicated within five working days. Full attendance is of course expected throughout the 2 weeks.

Programme dates

The GMP is a two week programme, the opening session is on the Sunday evening. The programme finishes on the Friday lunchtime two weeks later. There are no classes on the weekend.

20 October-1 November 2019
24 May-5 June 2020
18-30 October 2020

Programme fee

The Cambridge General Management Programme fee is £12,000* plus VAT, where applicable (£14,000 plus VAT for the October 2019 programme onward). This includes 12 nights’ hotel accommodation within walking distance of the programme venue.

All programme materials, daytime refreshments, some evening meals and the gala dinner at a renowned Cambridge College are also included.

Preferential rates may be available for groups of four and above from the same organisation with a maximum limit from one organisation on any particular programme. Please contact us for more information.

How to apply

We encourage you to apply early as we restrict the number of participants on each programme and places are therefore limited. You can apply via our online registration system: www.jbs.cam.ac.uk/gmp

Find out more

You can also contact Allison Wheeler-Héau, our Director of Open Programmes for an informal discussion to enhance your understanding of what the Cambridge GMP experience has to offer you and your organisation.

Allison Wheeler-Héau
Director of Open Programmes
Cambridge Judge Business School
Executive Education

Direct line: +44 (0)1223 765855
Email: gmpenquiries@jbs.cam.ac.uk

Alumni status

On completing the programme, participants become associate members of the Cambridge Judge Business School global network of graduates and business-focused University of Cambridge alumni, faculty and staff.

*Programme fees are subject to change.
Meeting the challenges of the global business landscape from the heart of one of the world’s great universities.

About Cambridge Judge Business School

Founded in 1990, Cambridge Judge Business School is part of the Faculty of Business and Management at the University of Cambridge. In 1991 sponsorship from Sir Paul and Lady Judge provided the funds that enabled construction of a building for the newly established school. One of Britain’s most brilliant and innovative architects, John Outram, was chosen to design the building, which has been widely acclaimed for its boldly imaginative and colourful design.

The reputation of Cambridge Judge Business School has grown rapidly and today it is internationally celebrated as a provider of stimulating management education, with a particular emphasis on entrepreneurship and innovation management. With a world-class faculty of over 50 members and a philosophy of collaboration, the School is a place where people from many disciplines meet and share ideas – policy makers, entrepreneurs, leaders of industry, regulators, not-for-profit organisations and academics.

One of the main strengths of Cambridge Judge Business School is its position at the heart of a vibrant entrepreneurial community – the so-called Silicon Fen, or Cambridge Cluster. Cambridge, and the area surrounding it, is home to a multitude of high-tech businesses and the School benefits from this proximity by drawing on experienced business founders who can act as role models to aspiring entrepreneurs and business leaders.

Statistics

Currently: 150 MBA students, 112 Executive MBA students, 45 MFin students, 132 MPhil students, 61 PhD students and 66 undergraduate students.

Alumni: Cambridge Judge Business School’s global community has over 6200 members in more than 100 countries worldwide; a truly international and dynamic network.

JBS Executive Education Ltd

JBS Executive Education Limited is a wholly-owned subsidiary of the University of Cambridge. JBS Executive Education Limited is the limited company designing, developing and delivering Executive Education from Cambridge Judge Business School at the University of Cambridge.

www.jbs.cam.ac.uk/gmp
“Participants on the programme can expect to be able to build on their specialist knowledge to become effective general managers. The two weeks are energising, challenging and a lot of fun.”

Clare Shuttlewood
OCR
Head of Customer Management & Support
Including the GMP, our Executive Education portfolio offers over 25 Open enrolment programmes in the fundamental business management areas of leadership, strategy, finance, people and management, marketing, operations management, innovation, general management and professional service firms.

Executive Education also provide a variety of custom programmes designed to help maintain competitive advantage, inspire and enable executives – ready to drive performance.