

**EXECUTIVE
PROGRAM**

in

MANAGEMENT

2018-2019

EXECUTIVE PROGRAM in MANAGEMENT



Program Format

10 days = 5 modules
(2 days each)



Participants

High potential
talents



Objectives

Enhance
Management skills



Teaching Method

Academic &
Professional approach



Partner

SKEMA
Business School



Calendar

December 2018
To August 2019



Language

English



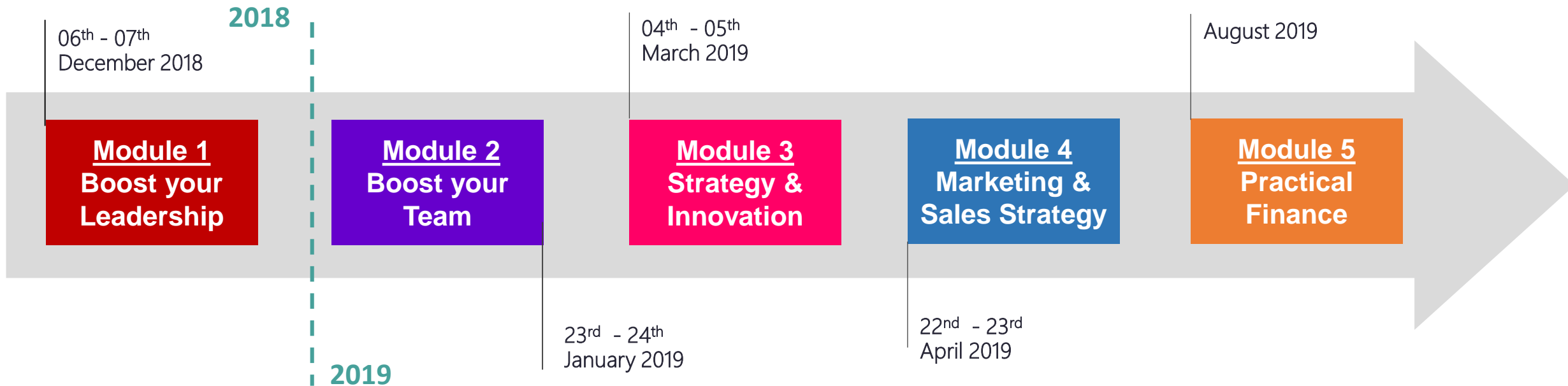
Venue

CCI FRANCE CHINE
SHANGHAI / BEIJING



This program has been specifically designed for **high potential talents** in order to enhance their **management expertise** and **team leadership** skills within their current organization (cross-functional project, business unit, department, branch, etc.)

PROGRAM OVERVIEW – 5 MODULES



By teaching the fundamentals of general management with a focus on leadership & team management, practical accounting and finance, strategy, and innovative marketing & sales, this program of 5 modules will provide to high potential executives a solid knowledge of practical tools to support and drive their company growth through this complex and disruptive environment.



1



2



3



4



5

Practical Accounting and Finance



Practical Accounting & Finance

Course Overview

- To give executives who are **neither accounting nor financial experts** an understanding of **the financial consequences of strategic decisions** and to equip them with tools to integrate the financial approach into their decision-making.
- To **demystify financial jargon** and concepts for non-finance managers. At the end of the course, you will **be able to speak the same language as your accounting & finance colleagues**, understand performance metrics, read and use company reports, and grasp other managerial accounting issues.
- **Case studies** are used extensively throughout to **illustrate theory** and learn from **real world situations**. The course will consist of formal lecture, participative discussion and debate.



Day 1



Value-Based Management



Financial Statement Analysis

Morning

1. Understand the concept of shareholder value creation

- Introduction to McKinsey's 4 cornerstones of corporate finance
- Recognize how corporate strategy drives financial valuation
- Manage the Company for economic value add

Afternoon

2. Explore accounting concepts and principles

- Characteristic of good financial statements
- Accrual vs cash concepts
- Accounting standards and guidelines
- Review financial statement from listed companies
- Discover how to interpret the information to manage more effectively
- Red flags to identify possible financial shenanigans
- Uses and limitations of financial statements

Day 2



Internal Audit,
Segment
Reporting and
Ratio Analysis



Morning

3. Explore internal audit cycles and what to look for

- Internal controls measures are effective and adequate
- Proper risk management systems
- Corporate governance disclosure

4. Segment reporting

- Understand drivers of profitability
- Re-classify financial statement items

5. Ratios Analysis and Trend Analysis

- Profitability ratios
- Liquidity ratios
- Efficiency ratios

Investment
Appraisal



Afternoon

6. Understanding time value of money

- Time cost of money
- Compound interest and future values

7. Appraising corporate investments

- Payback Period
- Net Present Value
- Internal Rate of Returns

Executive Program in Management 2018-2019



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中国法国工商会

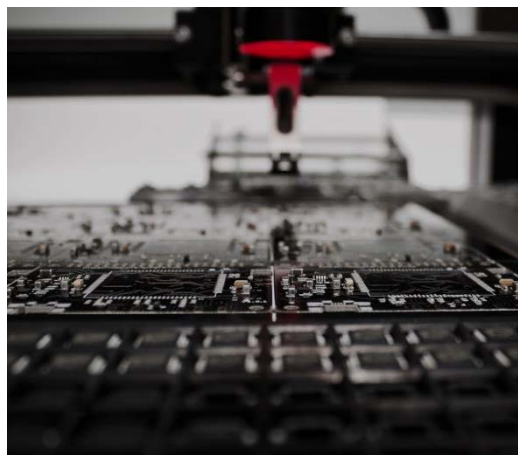
skema
BUSINESS SCHOOL



Testimonials about 1st EPM Edition in Shanghai

"Beside the friendly environment, I learnt a lot regarding finance, leadership, marketing and strategy. I was coming from a technical background so, it really helps me a lot in my daily job as CEO. Thanks to EPM, I think I am ready to reach new tops with my company"

Hugo AGUADO
APAC CEO at Ecritel



"Session by session, we have been able to enhance our management skills thanks to the interactive courses made of theoretical lessons and specific workshops delivered by top class Professors. Also it had been a real pleasure to join a small group of motivated peers sharing the same willingness of learning and sharing professional experiences"

Yannick AVRIL
APAC Manager & Industrial Function Representative at Solvay Group Engineering & Construction (GEC)



"The 5 modules of EPM were an excellent combination of theory and practical skills. It was a precious opportunity to study with different "leaders" from various sector of industries, to generate new ways of doing my daily job. A special thanks for the great organization and good communication before, during and after each module "

Ang LI
Director of French & Research Department at Shanghai I&C Foreign Languages School



"I liked very much the excellent organizers, comfortable environment, great modules content from SKEMA Professors. My company invested for EPM in order for me to grow from regional sales representative to national sales manager and become one of the country leaders of the company"

York ZHANG (张跃)
Greater China Sales Manager at Hermes Abrasives (Shanghai) Co.,Ltd



Investment & Contact



Anthony Lopez-M

Deputy General Manager
Tel: +86 (21) 61327100*120
@: lopez.anthony@ccifc.org

2/F Mayfair Tower,
83 Fu Min Road,
Shanghai 200040, P.R.C.

Pascal Chen

Business Director
Tel: +86 (21) 61327100*105
@: chen.pascal@ccifc.org

2/F Mayfair Tower,
83 Fu Min Road,
Shanghai 200040, P.R.C.

10

10 days training

5 / 2

5 modules of 2 days

¥ 55 000

CCI France CHINE
Members Fee*

*All the price are in RMB; Price subject to 6,72% V. A. T. (the price is valuable for this 2018-2019's session and includes: training fees, educational material, coffee breaks and lunches)

* ¥ 70 000 for CCI France CHINE Non-Member



SKEMA DNA
#SKEMADNA

MORE THAN THE SUM OF ITS PARTS

- International mobility for global exposure
- Multi-culturalism for management of diversity
- Entrepreneurship and innovation for sustainable performance
- Knowledge and information management for an interconnected economy
- A global, multi-campus structure to be at the heart of tomorrow's economic landscape

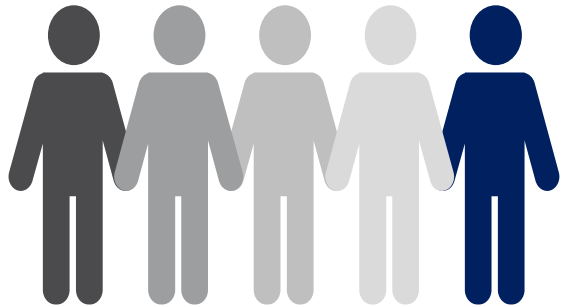


#4 Best Master in Finance worldwide

#25 Best Master in Management worldwide

A TRULY GLOBAL SCHOOL THAT TRAINS THE TALENTS OF THE KNOWLEDGE ECONOMY

120+
nationalities on
SKEMA's campuses



42,000

graduates throughout the world

145 COUNTRIES



6 **CAMPUSES**
WORLDWIDE



- A learning community committed to the creation and transmission of knowledge and practices in management.
- The vision, mission, DNA and values on which the strategy is based are completely in keeping with the world's economic evolution: **GLOBALIZATION**.

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