

Challenge
your thinking
Lead growth and
renewal

The only
C-suite
Executive
MBA
in Greece

Executive
MBA

Overview

The Alba Executive MBA is an innovative, premium program, tailored to the needs of **senior and upper-level executives** with an achievement record, leadership potential and intellectual curiosity.

The Program is designed to provide a forum where executives interact with **world-class professors** and **talented colleagues**, in order to fuel their career, broaden their perspective, and help them grow as leaders of organizational renewal in the era of Digital Transformation.

Program highlights

Strategic and Digital Transformation perspective: The Program has a modular structure that evolves around five Strategy themes senior executives need to master in order to fuel value creation in their firm: Big Picture Challenges, Business Fundamentals, Development of Personal and Organization Capabilities and, finally, Renewing the Business. All 5 themes contain courses that engage with Digital Transformation from a strategic point of view.

Unparalleled depth in Leadership and Innovation: While leadership courses are mushrooming, the unique feature of our EMBA is a program-long combination of coaching, 360-degree assessments and team activities, aimed to help you foster your own authentic leadership approach. At the same time, our EMBA features an unusually **holistic innovation** view which spans technology-based, marketing-driven, process-based, and business model innovation.

Efficient and convenient: Our modular format runs in **36 weekends, twice a month** over 20 months (with long breaks). Modules feature a variety of teaching methods including interactive, case-based discussions, cutting-edge academic knowledge, and in-class exercises. Actionable learning takes off with take-home assignments (and not exams) to help you embed the new knowledge in your business.

World-class professors: With our undisputed track record in executive education, you will experience **Alba's senior faculty's** stellar class performance and top-notch expertise. Having won the respect of academia abroad, we are also able to attract top business thinkers from leading schools such as Wharton, Harvard, LBS, INSEAD, IMD, SDA Bocconi, Duke, Darden etc., with a goal to spark your intellect and ignite your curiosity.

Harness a network of accomplished peers: Our professors are not the only source of learning. You learn from the experience of peers who have work experience of at least 10 years of which 3 to 5 years of solid **management experience** (i.e., managing people and/or projects) and share a passion to grow and potential to succeed.

Applicants Profile

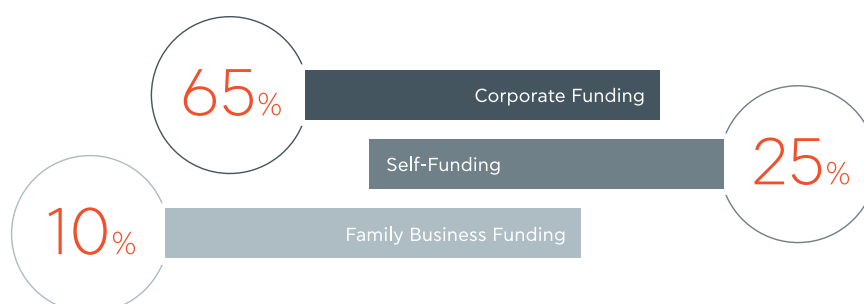
- **Senior executives** who either lead their companies or are about to assume leadership of their company
- **Senior functional leaders** who are transitioning into general management responsibilities
- **Leaders of fast-growing family** businesses

Admission Criteria

We recruit candidates who demonstrate drive for intellectual growth, leadership potentials, team spirit and communication and interpersonal skills. We seek candidates with experience of at **least 10 years**, of which at least 3 years of **solid management experience** (e.g. managing resources, people or projects). More important than tenure are the **professional achievements** and career progression when assessing an application. Solid **academic performance** (e.g. bachelor's degree) is also important given the rigor of the EMBA. Nonetheless, we welcome participants who may have no academic degree but are outstanding, with a clear evidence to achieve. Finally, non-native English speakers who have not worked or were not schooled in English, may be asked to provide an **English language certification**.

Sponsorship from Companies: Grow your senior leadership talent

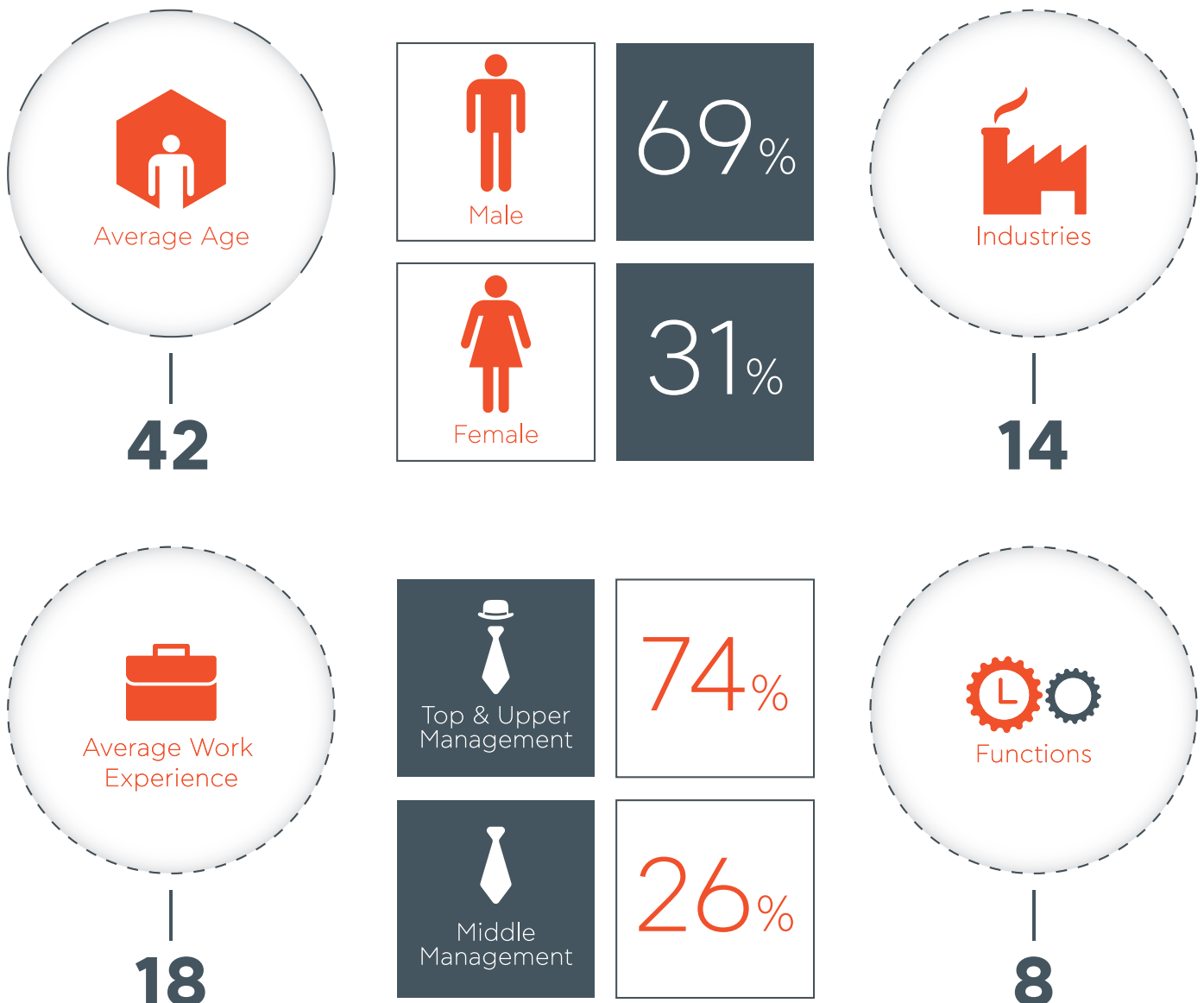
Our EMBA is a program for the elite 1-2% of your organization selected in your senior talent development or succession-planning program.



EMBA Benefits: Don't leave you and your organization behind

- Accelerate your **career progression** by developing your unique leadership skills and emerge empowered for greater responsibilities.
- Realize your C-suite potential by mastering a **strategic view of business problems** through a general management curriculum with focus on Digital Transformation.
- Grow your ability to drive **innovation and growth** in your firm by tapping into our actionable approach to Blue Ocean strategy and Lean Entrepreneurship in digital era.
- Learn from a network of **impressive colleagues** (and EMBA alumni through mentorship) with diverse industry and functional expertise and enjoy lifelong benefits from such network.
- **Experience real-time value** with our excellent faculty: revitalize your brain in the weekend and return empowered in the office on Monday.

Our class profile



*Average values based on the three intakes of the Program

Program Curriculum

The curriculum has been designed to provide participants with the business-acumen and the skills and competencies needed to enhance their leadership development. It includes a portfolio of courses and seminars that orchestrate case studies, discussions, simulations, in-class assignments and lectures by world-class professors.

Adjusting to contemporary needs, the Executive MBA has incorporated **digital transformation and disruption** to a great number of courses, in order to prepare senior managers for the next level of leadership in the digital era.

MODULE 1 | BIG PICTURE CHALLENGES

- Orientation Weekend
- The Global Challenges
- Sustainability
- **The Technology Frontier & the New Economy**
- The Ethical Organization

MODULE 2 | MASTERING THE BUSINESS FUNDAMENTALS

- Managerial Economics
- **Customer Insights & Marketing Strategy**
- Financial & Managerial Accounting
- Managing & Leading People
- **Production & Operations Management**
- Capabilities-based Strategy
- Corporate Finance for Executives

MODULE 3 | DEVELOPING PERSONAL CAPABILITIES

- Leadership Development
- Managerial Communications
- Leadership & the Art of Judgment
- Negotiations, Power & Influence
- Leadership Development II
- The Cultured Leader

MODULE 4 | DEVELOPING ORGANIZATIONAL CAPABILITIES

- Talent Management
- Strategy Execution with Balanced Scorecard
- **Customer Centricity**
- **Building an Innovative Organization**
- Supply Chains & Services
- International Finance

MODULE 5 | RENEWING THE BUSINESS

- **Creating Blue Ocean - Generating & Road-testing the New Business Model**
- Global Advantage
- Leading Change
- **International Field Trip**

**Highlighted courses display strong focus on Digital Transformation.*