

G M P

General Management Program

ESCP-EAP

2006



Torino

London

ESCP-EAP

LONDON PARIS BERLIN
MADRID TORINO

European School of Management

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Philosophy

The General Management Program (GMP) is designed to help organisations produce high-performing business leaders by supporting their professional development at a critical point in their career. The GMP helps managers take their next career step, furnishing them with transferable and practical competencies and the executive tools required for a general management role.

Option to integrate the MBA

After completing the GMP, participants can proceed to the prestigious ESCP-EAP Executive MBA, ranked among the world's top Executive MBA programmes in the *Financial Times* 2005 survey: among the top 10 in Europe, 1st in Italy.

GMP participants who proceed to the MBA will already have covered the core modules, and will need to attend electives and international seminars only.

Target

The GMP has been designed for executives and managers of national and international companies, such as:

- Executives
- Project Managers
- Product/Category Managers

Torino



GMP

+

Electives

+


International

General Management Program

Methodology and Contents

The nine-module programme combines lectures with practical learning experience, such as role play, case studies and team work. The course comprises:

- Problem solving and decision making
- Corporate strategy
- Managerial economics
- Accounting information
- Corporate finance
- Organisational behaviour
- Marketing
- Business law
- Operations Management



London

nal Seminars = MBA

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General information

Language	English
Intake	May 2006
Length	29 days in 8 three-day modules (Thursday am to Saturday pm) plus a five-day seminar
Location	Torino and London
Tuition fees	€ 14.000
Contacts	info@escp-eap.it

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