"Inquiry. Insight. Impact." Three words that describe the power and outcomes of a distinctive way of learning, analyzing, and interacting.

The way we generate, refine, and apply ideas sets Chicago Booth apart from other business schools and distinguishes our students for the entirety of their professional lives. Our educational philosophy is rooted in the belief that transformational insights start with rigorous inquiry and a fundamentals-based understanding of how organizations function, how markets work, and how people make decisions.
Our approach is rooted in deeply held beliefs that discipline-based knowledge is a powerful tool, that empirical evidence (real-world data) is paramount, that good decisions are backed by good analysis, and that effective, long-term business practices stem from fundamental principles, not fads or trends.

**RIGOROUS INQUIRY**

Our executive participants learn to question and evaluate problems and opportunities through foundational disciplines.

**COGENT INSIGHT**

A diverse array of analytical and behavioral frameworks give participants the ability to visualize compelling new business solutions.

**ENDURING IMPACT**

Our executive education participants have transformational experiences that turn them into more empowered, impactful leaders.
For more than 100 years, Chicago Booth has been a leader and innovator in business research and education.

**First**

to offer a PhD in business

**First**

to create an executive MBA program in 1943 to provide senior managers and executives the most up-to-date management education and training

**First**

to establish permanent campuses on three continents: North America, Asia, and Europe

**First**

to have seven Nobel Prize-winning professors

**First**

to originate the study of modern finance, develop the concept of social capital, redefine the science of the stock market, and pioneer data-base marketing
### TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>THE CHICAGO APPROACH</strong></td>
<td>2-3</td>
</tr>
<tr>
<td><strong>OUTSTANDING CHICAGO BOOTH FACULTY</strong></td>
<td>6-7</td>
</tr>
<tr>
<td><strong>WHO SHOULD ATTEND</strong></td>
<td>8</td>
</tr>
<tr>
<td><strong>LOCATIONS WORLDWIDE</strong></td>
<td>9</td>
</tr>
<tr>
<td><strong>COMPREHENSIVE MANAGEMENT</strong></td>
<td></td>
</tr>
<tr>
<td>The Advanced Management Program</td>
<td>12-13</td>
</tr>
<tr>
<td>The Chicago Management Institute</td>
<td>14</td>
</tr>
<tr>
<td>The Executive Development Program: The Transition to General Management</td>
<td>15</td>
</tr>
<tr>
<td>The Accelerated Development Program – India</td>
<td>16-17</td>
</tr>
<tr>
<td>Global Senior Management Program</td>
<td>18</td>
</tr>
<tr>
<td><strong>LEADERSHIP</strong></td>
<td></td>
</tr>
<tr>
<td>Directors’ Consortium</td>
<td>22</td>
</tr>
<tr>
<td>Essentials of Effective Management: The Psychology of Management</td>
<td>23</td>
</tr>
<tr>
<td>High-Performance Leadership</td>
<td>24</td>
</tr>
<tr>
<td>Leading High-Performance Organizations – Hong Kong</td>
<td>25</td>
</tr>
<tr>
<td>Leading Organizational Change</td>
<td>26</td>
</tr>
<tr>
<td>Negotiation and Decision-Making Strategies</td>
<td>27</td>
</tr>
<tr>
<td>Negotiations: Strategies and Processes for Impactful Outcomes – Hong Kong</td>
<td>28</td>
</tr>
<tr>
<td>Strategic Business Leadership: Engagement, Performance, and Execution</td>
<td>29</td>
</tr>
<tr>
<td><strong>MARKETING</strong></td>
<td></td>
</tr>
<tr>
<td>Big Data &amp; Marketing Analytics</td>
<td>32</td>
</tr>
<tr>
<td>Digital Marketing for Executives</td>
<td>33</td>
</tr>
<tr>
<td>New Product Innovation, Development, and Implementation Strategies</td>
<td>34</td>
</tr>
<tr>
<td>Pricing: Strategy and Tactics</td>
<td>35</td>
</tr>
<tr>
<td>Strategic Marketing Analytics – Hong Kong</td>
<td>36</td>
</tr>
<tr>
<td>Strategic Marketing Management</td>
<td>37</td>
</tr>
<tr>
<td><strong>STRATEGY</strong></td>
<td></td>
</tr>
<tr>
<td>The Advanced Strategy Program: Building and Implementing Growth Strategies</td>
<td>40</td>
</tr>
<tr>
<td>Executive Program in Corporate Strategy</td>
<td>41</td>
</tr>
<tr>
<td><strong>FINANCE</strong></td>
<td></td>
</tr>
<tr>
<td>The Executive Program for Prospective CFOs</td>
<td>44</td>
</tr>
<tr>
<td>Financial Analysis for Nonfinancial Managers</td>
<td>45</td>
</tr>
<tr>
<td>Finance for Executives</td>
<td>46</td>
</tr>
<tr>
<td>The Latin American CFOs’ Executive Program</td>
<td>47</td>
</tr>
<tr>
<td>Mergers and Acquisitions</td>
<td>48</td>
</tr>
<tr>
<td>Oxford Chicago Valuation Program</td>
<td>49</td>
</tr>
<tr>
<td>Private Wealth Management: For Individuals and Families</td>
<td>50</td>
</tr>
<tr>
<td>Certified Investment Management Analyst® (CIMA®) Certification</td>
<td>51</td>
</tr>
<tr>
<td>Certified Private Wealth Advisor® (CPWA®) Certification</td>
<td>52</td>
</tr>
<tr>
<td><strong>CUSTOM EXECUTIVE EDUCATION</strong></td>
<td>54-57</td>
</tr>
<tr>
<td>About the University</td>
<td>58-59</td>
</tr>
<tr>
<td>Program Calendar and Details</td>
<td>60-61</td>
</tr>
</tbody>
</table>

**TALK TO OUR CLIENT SERVICE SPECIALISTS** 312.464.8732
OUR FACULTY STAND ABOVE AND APART

Chicago Booth has one of the most highly-regarded faculty of any business school in the world. As part of the University of Chicago, which is home to an extraordinary 89 Nobel laureates, Chicago Booth has seven faculty members who have won the Nobel prize.

Accomplished teachers and active consultants, our faculty members offer a blend of academic excellence, rigorous scholarship, real-world relevance, and practical application to provide participants with unparalleled opportunities to expand their horizons.
WE SEEK OUT CURIOUS PEOPLE

In our Executive Education programs, ideas compete and people collaborate. Concepts are authentically and rigorously tested and refined through honest and thoughtful discussion and discourse. In every class, there’s a commitment to data over dogma.

Learn alongside top business professionals from a range of industries and functions. Make valuable business connections with future business leaders from across the US and around the globe.

WHO SHOULD ATTEND?
Programs are designed for senior-level executives in both functional and general management positions. These business leaders may be transitioning into new roles, or looking to develop in a specific functional area, or expand their leadership skills. Participant titles are director-level and above. They may manage teams, or be an individual contributor who manages, or influences stakeholders across an organization. Contact us to learn more about the program that best fits you or your company's needs.

MANAGEMENT LEVEL
A – Senior Management...............53.60%
B – Upper Middle Management.....20.56%
C – Middle Management............17.68%
D – Other ..............................8.16%

Data reflects open enrollment attendance in 2014–2015.
THE WORLD IS YOUR CLASSROOM

Open Enrollment classes are held at prominent locations in Chicago, London, Singapore, and Hong Kong. Custom Executive Education is offered at convenient locations world-wide based on an organization’s executive development needs.

CHICAGO
Classes are held at Gleacher Center, The University of Chicago Booth School of Business, situated along the Chicago River, in the heart of the downtown area known as “The Magnificent Mile.”

The University of Chicago Booth School of Business
P +1 312.464.8732   E EXEC.ED@CHICAGOBOOTH.EDU

LONDON
Classes are located in the highly esteemed financial district: home to one of the world’s greatest concentrations of brokerages, insurance companies, law firms, and banks, including the Bank of England.

The University of Chicago Booth School of Business, Woolgate Exchange
P +44 (0)20.7070.2200   E LONEXEC@CHICAGOBOOTH.EDU

SINGAPORE
Chicago Booth occupies the National Library Building in the heart of Singapore’s business and government district.

The University of Chicago Booth School of Business, Singapore Campus
P +65.6835.64.82   E ASIAEXEC@CHICAGOBOOTH.EDU

HONG KONG
Chicago Booth’s Executive Education programs will utilize the Hong Kong Cyberport campus on an interim basis until its permanent campus on Mt. Davis is completed.

The University of Chicago Booth School of Business, Interim Hong Kong Campus
Please contact us at our Singapore Campus for Hong Kong related inquires.
P +852.2533.9500   E ASIAEXEC@CHICAGOBOOTH.EDU

TALK TO OUR CLIENT SERVICE SPECIALISTS   312.464.8732
COMPREHENSIVE MANAGEMENT

These programs prepare executives facing milestone career transitions for success with a fresh perspective, new insights, and integrated curriculum.

TALK TO OUR CLIENT SERVICE SPECIALISTS  312.464.8732
“In this rapidly changing technology environment, Chicago Booth teaches you the breadth and scope of your high-impact decisions, the financial ‘language’ around the decision-making process, and the tools to analyze options based on historical patterns. I gained exceptional insight into the product, marketing, and strategy decision-making process and how to place a business valuation on those decisions.”

BARRINGTON LOPEZ
FORMER VICE PRESIDENT
MIDWEST DIVISION OF A FORTUNE 100 TECHNOLOGY COMPANY
THE ADVANCED MANAGEMENT PROGRAM (AMP)

The Advanced Management Program is for senior executives who strive for excellence and are serious about taking their organizations—and themselves—to the next level through agile and innovative leadership.

AMP is the only senior executive program to offer electives, in addition to core courses, as a part of the overall curriculum—allowing executives to tailor the curriculum. Executives are immersed in a collaborative environment, where professors and classmates challenge ideas and test assumptions to better analyze business problems.

Participants leave with razor-sharp business judgment and the confidence to make high-stakes decisions and create lasting value.

FLEXIBLE SCHEDULE

Pursue educational needs at times that fit your schedule—while continuing to lead your organization. Chicago Booth’s program is composed of six one-week sessions over the course of a year.

IMMEDIATE APPLICATION

Put sharpened skills to work on business challenges immediately between sessions. This real-time knowledge application reinforces the tangible value of the experience and maximizes the return on educational investment.

INDIVIDUALIZED CURRICULUM

Choose electives that best fit your professional goals, individual experiences, and business interests and participate in our three core sessions that focus on critical enterprise leadership challenges.

WHO SHOULD ATTEND?

The Advanced Management Program is designed for elite senior-level executives who are proven business leaders. Titles include: president, senior vice president, head of major business unit, division president, country manager, general counsel, executive director, and C-suite.

PROGRAM BENEFITS

By attending this program, you will:

• Develop a structured method for learning from your experience and generating insights.
• Gain new perspectives on your organization, the industry in which you compete, and the challenges you face.
• Become more reflective and critical in your thinking and encourage the same of your colleagues.
• Learn how to better position your organization for growth in a rapidly and continually evolving business landscape.

PROGRAM STRUCTURE

• Three required core sessions
• Three participant-selected elective sessions that best complement individual goals, development needs, and business interests.

THREE CORE SESSIONS

Introductory Session: The Executive

Managing complex situations, making tough decisions, and leading corporate initiatives require a high level of self-awareness. Successful executive leadership requires authenticity, clarity, and agility to engage different audiences. Topics include learning from experience, learning and storytelling, and leadership agility.

Mid-Course Session: The Organization

Examine how you can influence and drive change, develop a results-driven culture, and create value by identifying new opportunities and mobilizing resources around you. Topics include coordinating across the enterprise, embedding innovation throughout the organization, and leading organizational change.

Capstone Session: The Community

Think strategically about your organization as being a part of the broader system, both locally and globally, while you think deeply about your future plans and your legacy as a leader. Topics include leadership and the broader community, managing organizational reputation, and the global economy.
ELECTIVE COURSES

Choose three electives according to the dates and material that best fit your schedule and professional developmental needs.

Finance
- Finance for Executives
- Financial Analysis for Nonfinancial Managers
- Mergers and Acquisitions
- The Executive Program for Prospective CFOs

Marketing and Sales
- Executive Program in Strategic Sales Management
- New Product Innovation, Development, and Implementation Strategies
- Pricing: Strategy and Tactics
- Strategic Marketing Management Strategy
- The Advanced Strategy Program
- Executive Program in Corporate Strategy

Leadership & Organizational Behavior
- Essentials of Effective Management: The Psychology of Management
- High-Performance Leadership
- Negotiation and Decision-Making Strategies

ADMISSIONS CRITERIA

Both an online application and a mail-in application are available on our website at ChicagoBooth.edu/AMP.

To apply for the program, candidates must submit:

1. A completed application, which can be accessed at the AMP website
2. A resume or CV
3. A letter of recommendation from a member of the sponsoring organization's executive management, describing the applicant's background and motivation for enrolling in the program, as well as why the applicant would benefit from attending

ADMISSIONS PROCESS

Applications are accepted on a rolling basis and are reviewed immediately upon submission. During the review process, a member of the admissions committee may contact you or your executive sponsor to discuss your application. To ensure your place in the program and to receive advanced preparation materials in a timely manner, please submit your application at least five weeks prior to the start of the Introductory Session. Late applications will be considered if space is available. Once accepted, participants have 18 months to complete the program.

FACULTY

Harry L. Davis
Roger L. and Rachel M. Goetz Distinguished Service Professor of Creative Management, Chicago Booth

Faculty Director Harry Davis provides program leadership for the Advanced Management Program. He works with other faculty members and guest speakers to design an adaptive and integrated experience. The caliber and reputation of Chicago Booth faculty are unmatched in business education. Our professors collaborate and consult with firms, serve on corporate boards, and start their own companies. Our faculty members pride themselves on creating active learning environments. They work in partnership with executives in the classroom, sharing insights, spurring dialogue, encouraging differences of opinions, and debating ideas.

DATES

- Introductory Session: The Executive – October 2017
- Mid-Course Session: The Organization – April 2018
- Capstone Session: The Community – October 2018

AMP participants may enroll in elective sessions at any time during the year.

FEE

$52,000

The fee includes tuition, books, instructional materials, continental breakfasts, and lunches. Accommodations are not included. Fee subject to change.

LOCATION

Chicago Booth
Gleacher Center
Chicago IL

APPLY TODAY CHICAGOBOOTH.EDU/EXECD  312.464.8732

13
THE CHICAGO MANAGEMENT INSTITUTE (CMI)

Access cutting-edge content in a convenient format. CMI covers the essentials of business in an engaging classroom environment: strategy, leadership, accounting, finance, management, marketing, negotiation, and decision-making. Class sessions take place every other Friday and two Saturdays over the course of six months.

WHO SHOULD ATTEND?
The Chicago Management Institute is designed for high-potential executives in the Midwest who would like exposure to the best business programs taught by top Chicago Booth faculty. Titles include: C-suite, president, VP, SVP, managing director, general counsel, director of finance, director of marketing, director of product development, operation manager, engineering manager, IT manager, and physician.

PROGRAM BENEFITS
By attending this program, you will:
• Develop strategies for growing businesses and organizations.
• Learn how to manage across functional areas and lead cross-functional teams.
• Sharpen strategic decision-making skills.
• Develop personal action plans around a specific leadership challenge.
• Deepen insights about your competitors and customers.

ADMISSIONS CRITERIA
The Chicago Management Institute (CMI) is designed for managers with 10+ years of business experience with a significant portion of that experience in a managerial or leadership capacity. These managers will be prepared to navigate cross-functional areas and to think more strategically and analytically. CMI is intense, so it is vital that you possess a commitment to prepare for and engage in class discussions. The admissions committee considers the overall character of the class, as well as an individual candidate’s qualifications.

ADMISSIONS PROCESS
Candidates must submit a completed application form. An online application is available on our website. In order to ensure your place in the program and to receive your pre-program materials in a timely manner, please submit your application six weeks prior to the start of the program. Late applications will be considered if space is available.

FACULTY
James E. Schrager
Clinical Professor of Entrepreneurship and Strategic Management, Chicago Booth
Gregory D. Bunch
Adjunct Professor of Entrepreneurship, Chicago Booth
Sanjay K. Dhar
James H. Lorie Professor of Marketing, Chicago Booth
Linda E. Ginzel
Clinical Professor of Managerial Psychology, Chicago Booth
Ann L. McGill
Sears Roebuck Professor of General Management, Marketing, and Behavioral Science, Chicago Booth
Kevin F. Rock
Clinical Professor of Finance, Chicago Booth
Haresh Sapra
Professor of Accounting, Chicago Booth
Douglas J. Skinner
Eric J. Gleacher Distinguished Service Professor of Accounting, Chicago Booth
George Wu
John P. and Lillian A. Gould Professor of Behavioral Science, Chicago Booth

Note: Program and instructors are subject to change.

DATES
January 20–June 30, 2017
Classes convene every other Friday and two Saturdays, for a total of 15 class days over six months.

FEE
$25,725
The fee includes tuition, course materials, lunches, refreshments, and select class dinners. Accommodations and transportation are not included. The fee is subject to change.

LOCATION
Chicago Booth
Gleacher Center
Chicago IL
THE EXECUTIVE DEVELOPMENT PROGRAM: THE TRANSITION TO GENERAL MANAGEMENT (EDP)

Gain an understanding of critical functional areas and their interconnection, and develop skills needed to lead cross-functional teams. EDP prepares successful executives for general management responsibilities.

WHO SHOULD ATTEND?
The Executive Development Program is designed for executives who have recently been given expanded management responsibilities. The program is appropriate for global or regional business leaders who need a broader and more comprehensive perspective on their organization's operations, finance, and strategy. Past participants have included experienced managers from large publicly held companies, private corporations, and smaller organizations.

Titles include: VP, general manager, managing director, business unit manager, senior director, senior manager, and senior consultant. Recent EDP participants have traveled from Australia, Brazil, Canada, France, Italy, Japan, Mexico, Nigeria, Russia, Singapore, and the United States.

PROGRAM BENEFITS
By attending this program, you will:

• Expand your field of vision beyond a particular functional area or industry.
• Identify opportunities for creating value for your firm.
• Evaluate the ideas that will shape business tomorrow.
• Develop creative, imaginative solutions to real-world problems.
• Engage in a collaborative learning environment and build a global network of experienced executives.

ADMISSIONS CRITERIA
Ideal candidates have been identified by their organizations as executives who have recently assumed greater responsibilities within their companies.

Typically, candidates have:

• Expertise in one or more functional areas or may already be leading organizations that are in the process of expanding.
• 10+ years of business experience with a managerial and leadership background.
• Proficiency in written and spoken English which is required for successful participation.

The candidate’s level and type of experience are important characteristics for the EDP admissions committee.

ADMISSIONS PROCESS
Candidates must submit a completed application form. An online application is available on our website. To ensure your place in the program and to receive your pre-program materials in a timely manner, please submit your application at least six weeks before the start of the program. Late applications will be considered if space is available.

FACULTY
Phillip G. Berger
Williman Family Professor of Accounting, Chicago Booth

Linda E. Ginzel
Clinical Professor of Managerial Psychology, Chicago Booth

Boaz Keysar
Professor of Psychology, The University of Chicago

Ann L. McGill
Sears Roebuck Professor of General Management, Marketing, and Behavioral Science, Chicago Booth

Chad Syverson
J. Baum Harris Professor of Economics, Chicago Booth

Note: Program and instructors are subject to change.

DATES
May 15–26, 2017
September 11–22, 2017

FEE
$25,250
The fee includes tuition, course materials, refreshments, and lunches. Accommodations are not included. The fee is subject to change.

LOCATION
Chicago Booth
Gleacher Center
Chicago IL

APPLY TODAY CHICAGOBOOTH.EDU/EXECEDE  312.464.8732  15
THE ACCELERATED DEVELOPMENT PROGRAM (ADP) – INDIA

The Accelerated Development Program offers a powerful solution: maximum exposure to key business concepts and strategies in an intensive, multi-modular format. ADP’s modular format means you can apply the new knowledge to the workplace in real time as the program progresses.

WHO SHOULD ATTEND?

This program is designed for executives who are responsible for key organizational activities but who need to develop a wider general management perspective outside their traditional areas of control and expertise. ADP participants represent a diverse range of industries, backgrounds, and nationalities, creating a dynamic environment for peer learning and sharing.

PROGRAM BENEFITS

By attending this program, you will:

• Develop a comprehensive understanding and gain insight into the critical functional areas within a company.
• Learn how to manage across functional areas and lead cross-functional teams.
• Strengthen strategic decision-making skills and enhance strategic thinking.
• Build and learn to shape organizational culture and structures that create value.
• Network and establish long-term relationships with key executives from other organizations.
• Learn strategic tools and techniques to manage future growth.
• Position yourself to take on more strategic, general management roles.
• Gain greater self-awareness and understanding of how you work with others.
• Develop a personal leadership plan with the help of a professional coach.

ADMISSIONS CRITERIA

Ideal candidates have been identified by their organizations as executives who have recently assumed greater responsibilities within their companies. Candidates should have 10+ years of business experience with a significant managerial and leadership background. Participants come from a range of countries and industries—from large global organizations to small entrepreneurial ventures.

ADMISSIONS PROCESS

The Accelerated Development Program admissions committee highly recommends that all applicants be supported by their employing organization. The supporter should have a familiarity with the applicant’s background and motivations for attending the ADP. Typical supporters include the person to whom the applicant reports, the company’s chief human resources officer, or the head of management development. Each applicant must submit an application online, and participate in a telephone interview. To ensure your place in the program and to receive pre-program materials in a timely manner, submit your application by the dates listed below. Late applications will be considered if space is available.
“I am much grateful for my learnings that I have received from Chicago Booth. It has positively influenced my future thinking on managing the disruptive changes that we are all experiencing in this world.”

PRADIPTO PAL
VICE PRESIDENT
COGNIZANT DIGITAL WORKS

FACULTY

Faculty may include:

Ronald S. Burt
Hobart W. Williams Professor of Sociology and Strategy, Chicago Booth

Philip G. Berger
Wallman Family Professor of Accounting, Chicago Booth

John Burrows
Adjunct Assistant Professor of Behavioral Science and Organizations and Strategy, Chicago Booth

Douglas J. Skinner
Deputy Dean for Faculty and Eric J. Gleacher Distinguished Service Professor of Accounting, Chicago Booth

Dean Alderucci
Adjunct Professor of Strategic Management, Chicago Booth

Ann L. McGill
Sears Roebuck Professor of General Management, Marketing, and Behavioral Science, Chicago Booth

Sanjay K. Dhar
James H. Lorie Professor of Marketing, Chicago Booth

Ram Shivakumar
Clinical Professor of Economics and Strategy, Chicago Booth

Chad Syverson
J. B. Bain Professor of Economics, Chicago Booth

Craig Wortmann
Clinical Professor of Entrepreneurship, Chicago Booth

Susan Lucia Annunzio
President and CEO, The Center for High Performance (CfHP)

Note: Program and instructors are subject to change.

DATES

Classes convene for three, five-day modules
December 5–9, 2016 (New Delhi)
May 15–19, 2017 (Hong Kong)
October 9–13, 2017 (Chicago)

Note: See website for the dates of additional events that occur between modules.

FEE

USD $25,000

LOCATIONS

Hong Kong
New Delhi

Chicago Booth
Gleacher Center
Chicago IL
GLOBAL SENIOR MANAGEMENT PROGRAM (GSMP) – CHICAGO AND MADRID

Gain a global perspective and international network in this two-part management program co-created by Chicago Booth and IE Business School.

WHO SHOULD ATTEND?
This program is aimed at members of the management committee and administrative councils, presidents, company owners, managing directors, vice presidents, country managers, and other senior managers who are responsible for creating a strategic vision with an international focus. Participants will be carefully selected in order to form a group with similar concerns, while maintaining a balanced mix of business sectors, international vision, and cultures.

PROGRAM BENEFITS
By attending this program, you will:

• Expand your current view of the global business world and discover how to draw on international perspectives to better forecast future trends.
• Cultivate the advanced management skills needed to develop innovative strategies and implement change in global organizations.
• Explore the latest research and advancements in strategy, leadership, finance, marketing, and human capital.
• Build your international network with fellow business leaders, industry leaders, and internationally renowned faculty.

ADMISSIONS CRITERIA
The main admission criteria encompasses professional career to date, present level of responsibility in the company, and interest in expanding international vision. The admission process involves the presentation of the application form and may require an interview. Apply at globalsmp.com.

FACULTY

<table>
<thead>
<tr>
<th>Name</th>
<th>Position/Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Susan Lucia Annunzio</td>
<td>President and CEO, The Center for High Performance (CJHP)</td>
</tr>
<tr>
<td>Gregory D. Bunch</td>
<td>Adjunct Professor of Entrepreneurship, Chicago Booth</td>
</tr>
<tr>
<td>John Burrows</td>
<td>Adjunct Assistant Professor of Behavioral Science and Organizations and Strategy, Chicago Booth</td>
</tr>
<tr>
<td>Pradeep K. Chintagunta</td>
<td>Joseph T. and Bernice S. Lewis Distinguished Service Professor of Marketing, Chicago Booth</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Name</th>
<th>Position/Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gareth Jones</td>
<td>Visiting Professor of Leadership, IE Business School</td>
</tr>
<tr>
<td>Mia De Kuijper</td>
<td>Professor of Scenario Planning &amp; Power Nodes, IE Business School</td>
</tr>
<tr>
<td>Edgar Mayoral</td>
<td>Professor of Implementing Internationalization Strategy, IE Business School</td>
</tr>
<tr>
<td>Andrew McCarthy</td>
<td>Professor of Design Thinking, IE Business School</td>
</tr>
<tr>
<td>Joseph Pistrui</td>
<td>Professor of Entrepreneurial Management, IE Business School</td>
</tr>
<tr>
<td>Ram Shivakumar</td>
<td>Clinical Professor of Economics and Strategy, Chicago Booth</td>
</tr>
<tr>
<td>Craig D. Wortmann</td>
<td>Clinical Professor of Entrepreneurship, Chicago Booth</td>
</tr>
<tr>
<td>Marvin Zonis</td>
<td>Professor Emeritus of Business Administration, Chicago Booth</td>
</tr>
</tbody>
</table>

Note: Program and instructors are subject to change.

DATES
Two separate in-class modules, with online sessions between modules.
In-class Module 1 (Chicago):
May 14–19, 2017
In-class Module 2 (Madrid):
June 25–30, 2017

FEE
18 500 €
Note: Fee subject to change.

LOCATIONS
A dual location draws a global mix of participants who come with a shared interest in expanding an international vision.
Chicago Booth
Gleacher Center
Chicago IL
IE Business School
Madrid, Spain
LEADERSHIP

Our emphasis on agility, delivering high performance, and implementing change creates executives who stand out because of the authenticity, incisiveness, and clarity they bring to leading their organizations.
DIRECTORS’ CONSORTIUM (DIRC)
Explore the fundamentals of corporate governance and board service at both new and established companies. Learn the latest thinking and empirical research in corporate law, accounting, finance, and board management.

You will benefit from an extraordinary partner among world-class institutions: Chicago Booth and the Stanford Graduate School of Business/Stanford Law School.

WHO SHOULD ATTEND?
This program will benefit current members of any public company's board.

PROGRAM BENEFITS
By attending this program, you will:

• Understand essential questions board members need to ask management and outside experts regarding finance, disclosure, governance, succession planning, compensation, and litigation.

• Understand and benchmark against best practices in corporate governance.

• Learn what audit committee members should know about revenue recognition, off-balance sheet financing, and accounting methods and disclosures.

• Develop frameworks for prudent legal strategies that help boards navigate in litigious environments.

• Develop strategies for managing CEO succession and evaluating executive compensation.

FACULTY

Steven N. Kaplan
Neubauer Family Distinguished Service Professor of Entrepreneurship and Finance, Chicago Booth

Michael Klausner
Nancy and Charles Munger Professor of Business and Professor of Law, Stanford Law School

David F. Larcker
James Irwin Miller Professor of Accounting, Stanford Graduate School of Business

Katherine Shipper
Thomas F. Keller Professor, Duke University Fuqua School of Business

Roman L. Weil
V. Duane Rath Professor Emeritus of Accounting, Chicago Booth

Note: Program and instructors are subject to change.

DATES
April 4–7, 2017
Stanford
Optional Finance and Accounting Day: April 3, 2017

October 24–27, 2017
Chicago
Optional Finance and Accounting Day: October 23, 2017

Sessions begin at 8 a.m. Monday and end 3 p.m. Friday.
Application required. Visit ChicagoBooth.edu/DC to apply.

FEE
4-day package: $12,000
5-day package: $13,500

LOCATIONS

Chicago Booth
Gleacher Center
Chicago IL

Graduate School of Business
Stanford University
Stanford CA

For travel planning and more, visit our FAQ page at ChicagoBooth.edu/ExecEd.
ESSENTIALS OF EFFECTIVE MANAGEMENT:
THE PSYCHOLOGY OF MANAGEMENT (EEM)

Learn and apply the discipline of social psychology to more effectively manage yourself and others by developing a better understanding of the nature and dynamics of interpersonal behavior related to organizational performance and effectiveness.

WHO SHOULD ATTEND?
This program will benefit current managers who seek to enhance their management skills and effectiveness within the context of their organizations and individual performances. It is ideal for those with current or anticipated management responsibilities, ranging from senior-level and mid-level management to people expecting to take on a leadership role. Titles include: innovation leader, operation manager, mid- to senior-level manager, director, and general manager.

PROGRAM BENEFITS
By attending this program, you will:
• Develop a framework for understanding how to effectively influence others.
• Learn the art of giving and receiving feedback.
• Recognize and overcome flaws in negotiation strategies.

FACULTY
Linda E. Ginzel  
Clinical Professor of Managerial Psychology, Chicago Booth
Boaz Keysar  
Professor of Psychology, The University of Chicago
Bernd Wittenbrink  
Professor of Behavioral Science, Chicago Booth

Note: Program and instructors are subject to change.

DATES
April 3–7, 2017
September 11–15, 2017
December 4–8, 2017
Sessions begin at 1 p.m. Monday and end at noon Friday.

FEE
$10,500  
(accommodations not included)

LOCATION
Chicago Booth
Gleacher Center
Chicago IL

For travel planning and more, visit our FAQ page at ChicagoBooth.edu/ExecEd.
HIGH-PERFORMANCE LEADERSHIP (HPL)

Learn which attributes are most critical to creating a high-performance work environment that will drive financial results and at the same time accelerate sustainable, profitable growth.

WHO SHOULD ATTEND?
High-Performance Leadership will benefit mid- to senior-level managers whose business unit is charged with creating value for the organization. It is designed to provide techniques for encouraging an environment necessary to sustain long-term, profitable growth and one in which people can seize opportunities, take risks, generate new ideas, and make mistakes. Titles include: innovation leader, change manager, senior project manager, operation manager, mid- to senior-level manager, director, vice president, and C-suite.

PROGRAM BENEFITS
By attending this program, you will:
- Create a plan to eradicate the barriers to high-performance in a business unit.
- Identify, replicate, and nurture high-performance behaviors and workgroups throughout the organization.
- Develop a structured approach to preparing for and thinking about negotiations and everyday influence situations.

DATES
February 27–March 3, 2017
June 26–30, 2017
November 13–17, 2017
Sessions begin at 1 p.m. Monday and end at noon Friday.

FEE
$10,500
(accommodations not included)

LOCATION
Chicago Booth
Gleacher Center
Chicago IL
For travel planning and more, visit our FAQ page at ChicagoBooth.edu/ExecEd.

FACULTY
Linda E. Ginzel
Clinical Professor of Managerial Psychology, Chicago Booth

Susan Lucia Annunzio
President and CEO, The Center for High Performance (CfHP)

Sonny Garg
Energy Solutions Lead, Uptake

Note: Program and instructors are subject to change.
LEADING HIGH-PERFORMANCE ORGANIZATIONS (LHPO-HK)

Leaders need to create an environment that fosters high performance. Through this program offered in Hong Kong, regional and global executives will learn behaviors that accelerate or stifle high performance, how to better leverage positive attributes of a work environment, and techniques to build performance drivers into their organizations.

WHO SHOULD ATTEND?
This program will benefit mid- to senior-level managers whose unit is charged with creating value for the organization and who are responsible for leading and managing change. The program, offered in Hong Kong, is designed to provide regional and global executives in leadership roles with techniques to encourage an environment necessary for long-term, profitable growth. Titles include: innovation leader, change manager, senior project manager, operation manager, mid- to senior-level manager, director, vice president, and C-suite.

PROGRAM BENEFITS
By attending this program, you will:
• Learn to recognize and encourage the characteristics of high-performing workgroups.
• Lead more effectively and drive strategic direction by leveraging your strengths.
• Develop an action plan to apply concepts and processes learned in the course to your own Personal Leadership Challenge.

FACULTY
Susan Lucia Annunzio
President and CEO, The Center for High Performance (CfHP)

NOTE: Program and instructors are subject to change.

DATES
February 16–17, 2017
November 1–2, 2017
The program begins at 9 a.m. Wednesday and ends at 5 p.m. Thursday.

FEE
$3,800
(accommodations not included)

LOCATION
Chicago Booth Hong Kong Campus
Level 6, Cyberport 2
100 Cyberport Road
Hong Kong
Phone: +852.2533.9500

For hotel accommodations and more logistics, visit our FAQ page at ChicagoBooth.edu/ExecEd.

REGISTER TODAY CHICAGOBOOTH.EDU/EXECED  312.464.8732
LEADING ORGANIZATIONAL CHANGE (LOC)

Learn powerful methods to revitalize your organization, gain cooperation, improve strategic thinking and creative problem solving, boost performance, and extract maximum benefit from new opportunities.

WHO SHOULD ATTEND?
This program is targeted to executives and senior leadership teams guiding major organizational change. If you are in the midst of, or about to embark on significant change, this program is for you. Participants come from around the world and from all kinds of business, non-profit, and governmental entities. The program is especially recommended for leaders open to new ideas, eager to engage with fellow participants, and committed to leaving the program with an action plan they can implement upon their return to work. Titles include: innovation leader, change manager, operation manager, mid- to senior- level manager, director, vice president, and C-suite.

PROGRAM BENEFITS
By attending this program, you will:
• Build organizational resilience.
• Move from competing agendas to organizational alignment.
• See the “big picture” of the complexities of change.
• Drive creativity and flexibility in problem solving.
• Leverage dilemmas to enhance organizational strategy.
• Ready your organization to seize new opportunities.
• Create an effective plan of action to achieve change and innovation in your organization.
• Benefit from post-program consultation with the program faculty.

FACULTY
Joshua Klayman
Professor Emeritus of Behavioral Science, Chicago Booth
Partner, Humanly Possible, Inc.
Jackie Gnepp
President, Humanly Possible, Inc.
Note: Program and instructors are subject to change.

DATES
April 3–7, 2017
August 21–25, 2017
Sessions begin at 1 p.m. Monday and end at noon Friday.

FEE
$10,500
(accommodations not included)

LOCATION
Chicago Booth
Gleacher Center
Chicago IL
For travel planning and more, visit our FAQ page at ChicagoBooth.edu/ExecEd.
NEgotiation and dEcision-making StratEgies (NDMS)

Learn how to negotiate hard, with integrity, using the basic influence techniques of professional negotiators. You will learn to recognize flaws in your negotiation and decision-making processes, develop frameworks for making sound decisions, and create a system to monitor, improve, and implement your skills.

WHO SHOULD ATTEND?

This program is designed to benefit middle, upper-middle, and senior-level managers, who would like to enhance their influence—both internally in their organizations and externally with other organizations and vendors—by improving their negotiation and decision-making skills. Titles include: project manager, operation manager, and general manager.

PROGRAM BENEFITS

By attending this program, you will:

• Develop insights on how to make intuitive decisions.
• Learn strategies for analysis and preparing for negotiations.
• Know what information is needed to negotiate effective outcomes.
• Design foolproof strategies on how to improve reactions when making decisions.
• Assess decision-making skills and develop plans to improve performance.

FACULTY

Ayelet Fishbach
Jeffrey Breakenridge Keller Professor of Behavioral Science and Marketing, Chicago Booth

George Wu
John P. and Lillian A. Gould Professor of Behavioral Science, Chicago Booth

Note: Program and instructors are subject to change.

DATES

April 24–28, 2017
October 30–November 3, 2017
Sessions begin at 9 a.m. Monday and end at noon Friday.

FEE

$10,500
(accommodations not included)

LOCATION

Chicago Booth
Gleacher Center
Chicago IL.

For travel planning and more, visit our FAQ page at ChicagoBooth.edu/ExecEd.
Negotiations: Strategies and Processes for Impactful Outcomes – Hong Kong (NSP-HK)

Become a more effective negotiator by developing your “tool kit” of negotiation tactics and strategies. In this program, you will learn from an extensive set of negotiation experiences in class, practice your skills, and benefit from valuable feedback.

Who Should Attend?
This program will benefit middle, upper-middle, and senior level “managers, who would like to enhance their influence and performance—both internally in their organizations and externally with other organizations and vendors—by improving their negotiation skills.

Program Benefits
By attending this program, you will:
• Learn strategies for analysis and preparing for negotiations.
• Understand different strategic choices (and interpersonal skills) that drive relative success at the bargaining table.
• Know what information is needed to negotiate effective outcomes.
• Engage in a variety of negotiation simulations and receive immediate feedback.
• Experiment with new techniques and test their effectiveness in the safety of the classroom.

Dates
June 14–15, 2017
The program begins at 9 a.m. Wednesday and ends at 5 p.m. Thursday.

Fee
$3,800
(includes tuition, continental breakfasts, lunches, coffee breaks, and educational materials)

Location
Chicago Booth Hong Kong Campus
Level 6, Cyberport 2
100 Cyberport Road
Hong Kong
Phone: +852.2533.9500

For hotel accommodations and more logistics, visit ChicagoBooth.edu/ExecEd.

Faculty
John Burrows
Adjunct Assistant Professor of Behavioral Science,
Chicago Booth

Note: Program and instructors are subject to change.
STRATEGIC BUSINESS LEADERSHIP: ENGAGEMENT, PERFORMANCE, AND EXECUTION (SBL)

Learn to manage cross-functional, cross-organizational relationships, build social capital, bridge gaps, form teams to get the job done, and create organizational strategic partnerships.

WHO SHOULD ATTEND?
Strategic Business Leadership is designed for executives with significant corporate management responsibility, including senior and upper-middle executives who are responsible for executing business strategies. Titles include: department head, general manager, VP, SVP, project manager, change manager, and C-suite.

PROGRAM BENEFITS
By attending this program, you will:
• Identify initiatives that create value.
• Manage across organizational boundaries.
• Structure your business to deliver more value.
• Develop a strategic action plan for delivering value.

FACULTY
Harry L. Davis
Roger L. and Rachel M. Goetz Distinguished Service Professor of Creative Management, Chicago Booth

John Burrows
Adjunct Assistant Professor of Behavioral Science, Chicago Booth

Heather M. Caruso
Adjunct Associate Professor of Behavioral Science, Chicago Booth

Note: Program and instructors are subject to change.

DATES
March 13–17, 2017
July 10–14, 2017
November 6–10, 2017
Sessions begin at 8:30 a.m. Monday and end at noon Friday.

FEE
$10,500
(accommodations not included)

LOCATION
Chicago Booth
Gleacher Center
Chicago Il.

For travel planning and more, visit our FAQ page at ChicagoBooth.edu/ExecEd.
MARKETING

These curriculums focus on stimulating growth by applying sharp, strategic skills to marketing plans—enhancing the strategic decision-making capabilities of executives and providing new insights into emerging patterns of competition as well as new sources of value creation for customers.
BIG DATA & MARKETING ANALYTICS (BDMA)
Acquire marketing analytics frameworks to increase ROI and improve your decision-making process based on customer insights. You’ll be equipped with the agility and creativity to make data-driven, insightful decisions in an increasingly analytical world.

WHO SHOULD ATTEND?
This program benefits mid- to senior-level executives in marketing, sales, brand management, product management, and finance, who are responsible for translating marketing data into action and profits. The program will also benefit small business owners and entrepreneurs who want to focus their marketing spend and broaden their marketing expertise.

PROGRAM BENEFITS
By attending this program, you will:
- Master a strategic and scientific approach to marketing analytics that results in higher ROI.
- Gain an understanding of how to use and interpret data for more precise strategic and tactical decision making.
- Learn to apply analytical frameworks for evaluating marketing strategies with a focus on value creation, customer analysis, product positioning, pricing, communications, and sales force management.
- Discover how to use algorithmic tools to further digital and non-digital marketing goals.
- Explore untapped opportunities for Big Data in your firm’s marketing strategies.

FACULTY
Jean-Pierre Dubé  
Sigmund E. Edelstone Professor of Marketing,  
Director of the Kils Center for Marketing, Chicago Booth

Sanjog Misra  
Charles H. Kellstadt Professor of Marketing and  
Neubauer Family Faculty Fellow, Chicago Booth

Note: Program and instructors are subject to change.

DATES
March 20–22, 2017  
October 4–6, 2017  
Sessions begin at 8:30 a.m. and end at 5 p.m.

FEE
$6,650  
(accommodations not included)

LOCATION
Chicago Booth  
Gleacher Center  
Chicago IL

For travel planning and more, visit our FAQ page at ChicagoBooth.edu/ExecEd.
DIGITAL MARKETING FOR EXECUTIVES (DME)

Today’s digital consumers seek and create more content via the mobile internet than ever before. Learn how to understand consumer behavior online and capitalize on the new opportunities that this digital medium presents.

WHO SHOULD ATTEND?

Digital Marketing for Executives is ideal for mid- to senior-level executives responsible for developing marketing strategies in B2B and B2C companies. This may include marketing, product development, technology, operations, or strategic planning executives who want to broaden their digital marketing expertise, as well as executives who develop or lead digital marketing initiatives for client companies. Titles include: CEO, VP of marketing, director of marketing, director of digital marketing, VP of marketing and communications, marketing manager, and brand manager.

PROGRAM BENEFITS

By attending this program, you will:

• Gain an understanding of behaviors associated with the digital generation, particularly Gen X and Millennial generations.
• Get perspective on the multitude of ways consumers are engaging in digital, including content, search, advertising, apps, games, social media, geo-local, and omni-channel experiences.
• Learn best practices for managing brand reputations through user-generated content, including blogs, ratings, reviews, and recommendations.
• Discover opportunities for reducing marketing costs by leveraging earned social media and transforming consumers into brand advocates.
• Learn how to make informed decisions across all digital platforms by using data to guide your overall marketing strategy.

FACULTY

Pradeep K. Chintagunta
Joseph T. and Bernice S. Lewis Distinguished Service Professor of Marketing,
Chicago Booth

Lil Mohan
Adjunct Assistant Professor of Marketing,
Chicago Booth

Note: Program and instructors are subject to change.

DATES

April 10–12, 2017
November 1–3, 2017
Sessions begin at 8:30 a.m. and end at 5 p.m.

FEE

$6,650
(accommodations not included)

LOCATION

Chicago Booth
Gleacher Center
Chicago IL

For travel planning and more, visit our FAQ page at ChicagoBooth.edu/ExecEd.

REGISTER TODAY CHICAGOBOOTH.EDU/EXECD 312.464.8732 33
NEW PRODUCT INNOVATION, DEVELOPMENT, AND IMPLEMENTATION STRATEGIES (NPD)

Learn how to create or modify your new product development process and position your firm for a strategic competitive advantage. This program provides comprehensive coverage of major topics in developing and implementing a market-driven approach to innovation.

WHO SHOULD ATTEND?

This program is appropriate for mid- to upper-level managers, directors, and VPs in any area involved in the development and management of new products. This may include functional areas such as new product development, marketing, R&D, business development, design, engineering, operations, sales, and strategy, as well as members of cross-functional new product development teams. Titles include: president, CMO, director of new product development, director of marketing, director of marketing and sales, senior R&D manager, senior product manager, and marketing manager.

PROGRAM BENEFITS

By attending this program, you will:

• Explore how to use the latest techniques to design new product/service offerings that deliver customer value and better meet customers' needs/wants.

• Learn how to develop and implement a new product development process.

• Engage in a collaborative learning environment and build your network of experienced business professionals.

DATES

April 17–21, 2017
September 18–22, 2017
Sessions begin at 8:30 a.m. Monday and end at 1:30 p.m. Friday

FEE

$10,500
(accommodations not included)

LOCATION

Chicago Booth
Gleacher Center
Chicago IL

For travel planning and more, visit our FAQ page at ChicagoBooth.edu/ExecEd.

FACULTY

Sanjay K. Dhar
James H. Lorie Professor of Marketing, Chicago Booth

Arthur Middlebrooks
Clinical Professor of Marketing,
Executive Director of the Kilts Center for Marketing, Chicago Booth

Note: Program and instructors are subject to change.
Pricing: Strategy and Tactics (PST)

Learn how to strategically manage pricing to defend or increase your profitability, even in highly competitive markets.

Who Should Attend?
This pricing program will be valuable for senior managers and executives of companies who analyze, recommend, or approve pricing decisions. It is especially valuable for directors of marketing, finance, sales, and planning and for managing directors and presidents of smaller companies who are introducing new products, facing significant price competition, or failing to achieve prices that reflect the value they deliver. Titles include: CEO, president, CFO, director of business development, director of marketing and sales, director of pricing, director of revenue management, and pricing manager.

Program Benefits
By attending this program, you will:

• Explore the real financial implications of pricing decisions and when it makes sense to compete on price and when it doesn’t.

• Learn how to change customers’ price perceptions to capture more value and determine which alternatives to price competition are appropriate for your business.

• Use pricing to strategically guide a business to long-term profitability, rather than reacting to solve short-term challenges.

Faculty
Sanjay K. Dhar
James H. Lorie Professor of Marketing, Chicago Booth

Georg Müller
Associate Partner, Monitor Deloitte

Note: Program and instructors are subject to change.

Dates
April 24–28, 2017
October 23–27, 2017
Sessions begin at 8:30 a.m. Monday and end at noon Friday.

Fee
$10,500
(accommodations not included)

Location
Chicago Booth
Gleacher Center
Chicago IL

For travel planning and more, visit our FAQ page at ChicagoBooth.edu/ExecEd.
STRATEGIC MARKETING ANALYTICS — HONG KONG (SMA-HK)

Evaluate marketing strategies and tactics with analytic frameworks that focus on value creation, product positioning, customer analysis, and pricing. Learn how even crude and limited data sources can be combined with an analytic framework to improve decision making.

WHO SHOULD ATTEND?

This program will be particularly useful for executives who must translate marketing data into action and profits, including those who specialize in marketing analytics, information technology, and business development. Small business owners and entrepreneurs who want to focus their marketing spend will also benefit. Titles include: marketing manager, sales manager, product manager, financial director, and owner.

PROGRAM BENEFITS

By attending this program, you will:

• Understand the role of marketing in a modern organization with a quantitative focus.
• Develop an analytic foundation for creating the value proposition.
• Learn how to use and interpret data for marketing decision making.
• Discuss the tools for segmentation.
• Explore the tools and logic for management of product lines consisting of complementary products.
• Understand the distinction between marketing analytics and “Big Data.”
• Explore opportunities for “Big Data” in marketing.

FACULTY

Jean-Pierre Dubé
Sigmund E. Edelstone Professor of Marketing,
Director of the Kilts Center for Marketing, Chicago Booth

DATES

June 12–13, 2017
Sessions begin at 8:30 a.m. Monday and end at 5 p.m. Tuesday.

FEE

$3,800
(accommodations not included)

LOCATION

Chicago Booth Hong Kong Campus
Level 6, Cyberport 2
100 Cyberport Road
Hong Kong
Phone: +852.2533.9500

For travel planning and more, visit our FAQ page at ChicagoBooth.edu/ExecEd.
STRATEGIC MARKETING MANAGEMENT (SMM)

In today’s complex and ever-changing competitive world, the best organizations understand that marketing is at the core of all business. This program provides you with the business frameworks to bring a customer focus to your organization and create better marketing strategies.

WHO SHOULD ATTEND?
The Strategic Marketing Management program is designed for mid- to senior-level managers and executives who want to increase their strategic marketing concepts—from customer analysis to strategic decision making. Titles include: CEO, CMO, COO, VP sales and marketing, director of marketing, senior marketing manager, senior product manager, and brand manager.

PROGRAM BENEFITS
By attending this program, you will:

• Explore the elements of the marketing mix, competitive dynamics, value pricing, and how to integrate digital, brand, and business strategies.

• Learn how to create a comprehensive marketing strategy within the context of your overall business strategy.

• Engage in a collaborative learning environment and build network of experienced business professionals.

DATES
June 26–30, 2017
December 4–8, 2017
Sessions begin at 8:30 a.m. Monday and end at 2:45 p.m. Friday.

FEE
$10,500
(accommodations not included)

LOCATION
Chicago Booth
Gleacher Center
Chicago IL
For travel planning and more, visit our FAQ page at ChicagoBooth.edu/ExecEd.

FACULTY
Pradeep K. Chintagunta
Joseph T. and Bernice S. Lewis Distinguished Service Professor of Marketing, Chicago Booth

Sanjay K. Dhar
James H. Lorie Professor of Marketing, Chicago Booth

Jean-Pierre Dubé
Sigmund E. Edelstone Professor of Marketing,
Director of the Kilts Center for Marketing, Chicago Booth

Ann L. McGill
Sears Roebuck Professor of General Management, Marketing,
and Behavioral Science, Chicago Booth

Note: Program and instructors are subject to change.
The strategy programs at Chicago Booth focus on stimulating growth by applying analytical frameworks to create effective strategy. Our highly collaborative programs enhance the strategic decision-making capabilities of executives while providing new insights into emerging patterns of competition, as well as new sources of value creation for customers.
“Chicago Booth’s holistic approach couples dedicated professors in classrooms who stress the synergism of ideas with expertly tailored courses to ensure opportunities for personal growth, exceptional networking, and the flourishing of ingenuity.”

DAVID ANDALCIO
CHIEF EXECUTIVE OFFICER
WYNDALC ENTERPRISES
THE ADVANCED STRATEGY PROGRAM: BUILDING AND IMPLEMENTING GROWTH STRATEGIES (ASP)

Develop a strong strategic intuition with emphasis on both the formulation and implementation of strategy. Go beyond theory review and generate real, immediately useful ideas.

WHO SHOULD ATTEND?
The Advanced Strategy Program prepares senior-level executives to formulate and execute strategy at the corporate, business, or functional level in an organization. Senior corporate executives to division managers in long-established businesses, as well as entrepreneurs leading smaller firms, will find value in attending. Titles include: president, CEO, managing director, owner, executive vice president, senior vice president, and senior director.

PROGRAM BENEFITS
By attending this program, you will:
• Develop, design, and implement the right strategy.
• Analyze powerful patterns in strategic thinking.
• Develop skills to lead organizations during a time of change by creating a learning culture.
• Redesign performance measures to enhance strategy implementation.
• Balance core business and new initiatives.

FACTORY

Harry L. Davis  
*Roger L. and Rachel M. Goetz Distinguished Service Professor of Creative Management, Chicago Booth*

James E. Schrager  
*Clinical Professor of Entrepreneurship and Strategic Management, Chicago Booth*

Gregory D. Bunch  
*Adjunct Professor of Entrepreneurship, Chicago Booth*

Note: Program and instructors are subject to change.

DATES
February 27–March 3, 2017  
October 16–20, 2017  
Sessions begin at 8:30 a.m. Monday and end at noon Friday.

FEE
$10,500  
*(accommodations not included)*

LOCATION
Chicago Booth  
Gleacher Center  
Chicago IL  
*For travel planning and more, visit our FAQ page at ChicagoBooth.edu/ExecEd.*
EXECUTIVE PROGRAM IN CORPORATE STRATEGY (EPCS)

Crystallize the formulation and execution of a company’s strategy in today’s complex, competitive global environment. You’ll leave with an immediately applicable model for competitive corporate strategy.

WHO SHOULD ATTEND?
This Executive Program in Corporate Strategy is for senior-level executives and general managers who are responsible for the formulation and implementation of corporate strategy in a multinational firm. Titles include: president, CEO, CFO, vice president, director, partner, and senior manager.

PROGRAM BENEFITS
By attending this program, you will:
• Improve your strategic planning process.
• Translate strategic objectives into an execution plan.
• Develop systems for coordinating strategy across units.
• Use game theory reasoning to analyze strategic decisions.

FACULTY
Harry L. Davis  
*Roger L. and Rachel M. Goetz Distinguished Service Professor of Creative Management, Chicago Booth*

Robert H. Gertner  
*Joel F. Gemunder Professor of Strategy and Finance, Faculty Co-Director of the Social Enterprise Initiative, Chicago Booth*

John P. Gould  
*Steven G. Rothmeier Professor, Distinguished Service Professor of Economics, Former Dean, Chicago Booth*

Marc Knez  
*Clinical Professor of Strategic Management, Chicago Booth*

James E. Schrager  
*Clinical Professor of Entrepreneurship and Strategic Management, Chicago Booth*

Toby E. Stuart  
*Leo Helzel Chair in Entrepreneurship and Innovation, Faculty Director, Lester Center for Entrepreneurship, Haas School of Business, UC Berkeley*

Chad Syverson  
*J. Baum Harris Professor of Economics, Chicago Booth*

Note: Program and instructors are subject to change.

DATES
February 13–17, 2017  
June 12–16, 2017  
October 30–November 3, 2017  
Sessions begin at 8:30 a.m. Monday and end at noon Friday.

FEE
$10,500  
*(accommodations not included)*

LOCATION
Chicago Booth  
Gleacher Center  
Chicago IL  
*For travel planning and more, visit our FAQ page at ChicagoBooth.edu/ExecEd.*

REGISTER TODAY CHICAGOBOOTH.EDU/EXECED  312.464.8732
Our finance programs focus on interpreting information within the context of decision making and business strategy, preparing our executives to be consistently decisive, analytical, and nimble.
THE EXECUTIVE PROGRAM FOR PROSPECTIVE CFOs (EPPC)

Sharpen analytical skills, effectively manage relationships with internal and external constituencies, and drive strategic direction to lead enterprise transformation and growth, while applying cutting-edge research to the most pressing problems facing finance executives today.

WHO SHOULD ATTEND?

This program benefits senior finance executives who have significant experience in upper-level management or finance. Past participants have come from companies such as The Dow Chemical Company, IBM, AbbVie, Express, Hyatt Hotels, and TOTO USA, Inc. Titles include: CFO, deputy CFO, senior VP, finance director, treasurer, and controller.

PROGRAM BENEFITS

By attending this program, you will:

• Identify critical attributes needed to create a high-performance environment.
• Articulate the corporate message internally and externally.
• Analyze patterns in strategic thinking to identify a growth path.
• Evaluate portfolios to inform strategic decision making.
• Develop a strategic plan for M&A execution and implementation.
• Examine the valuation process for global investments and methods for calculating the cost of capital in an international context.
• Analyze the sources of financial fragility and regulatory responses.
• Learn how to harness continuous improvement and disruptive change to benefit the corporation.

FACULTY

Randall S. Kroszner
Norman R. Bobbins Professor of Economics, Chicago Booth

Robert H. Gertner
Joel F. Gemunder Professor of Strategy and Finance, Chicago Booth

Christian Leuz
Joseph Sondheimer Professor of International Economics, Finance, and Accounting, Chicago Booth

Kevin F. Rock
Clinical Professor of Finance, Chicago Booth

James E. Schrager
Clinical Professor of Entrepreneurship and Strategic Management, Chicago Booth

Douglas J. Skinner
Interim Dean and Eric J. Gleacher Distinguished Service Professor of Accounting, Chicago Booth

Gregory D. Bunch
Adjunct Professor of Entrepreneurship, Chicago Booth

Susan Lucia Annunzio
President and CEO, The Center for High Performance (CfHP)

Note: Program and instructors are subject to change.

DATES

May 22–26, 2017
Sessions begin at 8 a.m. Monday and end at 3:30 p.m. Friday.

FEE

$10,800
(accommodations not included)

LOCATION

Chicago Booth
Gleacher Center
Chicago IL

For travel planning and more, visit our FAQ page at ChicagoBooth.edu/ExecEd.
FINANCIAL ANALYSIS FOR NONFINANCIAL MANAGERS (FANM)

Gain a practical understanding of how to interpret and use internal and external financial reports to inform and influence the decision-making process. Once you know how to translate this financial information, you’ll be able to apply it to your business immediately.

WHO SHOULD ATTEND?

This program is useful for mid- to senior-level executives without formal training in finance and accounting. This course also attracts consultants, small business owners, scientists, engineers, healthcare professionals, and other professionals who want to increase their financial acumen to make better business decisions. Titles include: C-suite, VP, president, owner, general manager, director, and chief counsel.

PROGRAM BENEFITS

By attending this program, you will:

- Understand internal and external financial reports, and use this information to make better business decisions.
- Understand accounting rules and principles while gaining an appreciation for the effect of GAAP and IFRS.
- Enhance your ability to forecast financial performance and better manage your financial resources.
- Increase your effectiveness in strategic planning and decision making.

FACULTY

Ray Ball
Sidney Davidson Distinguished Service Professor of Accounting, Chicago Booth

Philip G. Berger
Wallman Family Professor of Accounting and Deputy Dean of the Part-Time MBA Program, Chicago Booth

Richard Leftwich
Fuji Bank and Heller Professor of Accounting and Finance, Chicago Booth

Note: Program and instructors are subject to change.

DATES

April 3–7, 2017
August 14–18, 2017
December 4–8, 2017

Sessions begin at 8:30 a.m. Monday and end at noon Friday.

FEE

$10,500
(accommodations not included)

LOCATION

Chicago Booth
Gleacher Center
Chicago IL

For travel planning and more, visit our FAQ page at ChicagoBooth.edu/ExecEd.

REGISTER TODAY CHICAGOBOOTH.EDU/EXCEDE 312.464.8732 45
FINANCE FOR EXECUTIVES (FE)

Sharpen comprehension of insights including M&A and risk management at a top level. Participants of this program will leverage knowledge and techniques to assess the desirability and value of investment projects, corporate assets, and acquisitions, and will communicate more effectively with their CFOs and financial executives in their organizations.

WHO SHOULD ATTEND?

This program is targeted toward senior management with a working knowledge of accounting terms and principles who want to better assess the value of investment projects, corporate assets, and acquisitions. Titles include: C-suite, president, general manager, VP, director, financial advisor, controller, and general counsel.

PROGRAM BENEFITS

By attending this program, you will:

- Understand how economic outcomes of business decisions are reflected in an organization's financial reports.
- Communicate more effectively with financial executives in an organization.
- Understand business valuation techniques.
- Sharpen skills in assessing the strengths and weaknesses of competitors by analyzing their financial statements.
- Improve ability to use financial information in managerial decision making.
- Assess the desirability and value of investment projects, corporate assets, and whole companies (acquisitions).
- Understand the impact of operating decisions on financial performance.

FACULTY

Steven N. Kaplan
Neubauer Family Distinguished Service Professor of Entrepreneurship and Finance, Chicago Booth

Richard Leftwich
Fuji Bank and Heller Professor of Accounting and Finance, Chicago Booth

Kevin F. Rock
Clinical Professor of Finance, Chicago Booth

Note: Program and instructors are subject to change.

DATES

June 12–16, 2017
Sessions begin at 8:30 a.m. Monday and end at 1:30 p.m. Friday.

FEE

$10,500
(accommodations not included)

LOCATION

Chicago Booth
Gleacher Center
Chicago IL

For travel planning and more, visit our FAQ page at ChicagoBooth.edu/ExecEd.
THE LATIN AMERICAN CFOs’ EXECUTIVE PROGRAM (LACFO)

In this program, Latin American financial executives will enrich, strengthen, and modernize their professional skills to improve organizational effectiveness and drive the growth of their companies. Program sessions and all academic materials are presented in English with simultaneous translation into Spanish.

The Latin American CFOs’ Executive Program is a joint offering by Chicago Booth and Seminarium Internacional.

WHO SHOULD ATTEND?

This program is for senior executives in Latin America with a minimum of 10 years of experience in upper-level management or finance. Participants come from companies that have a yearly sales volume of at least $20 million (USD) and 200 or more employees. Titles include: chief financial officer, general manager, president, and vice president.

PROGRAM BENEFITS

By attending this program, you will:

• Recognize the characteristics of high-performing workgroups that drive financial results and innovation.
• Identify key data that drives strategy, and analyze powerful patterns in strategic thinking.
• Explore prospects for growth in emerging markets.
• Understand the challenges in financial regulation, the likely path of regulatory reform, and the implications for Latin America.
• Gain a framework for improving negotiation outcomes through hands-on practice and the latest advances in the field.
• Analyze traditional valuation models and their limitations.
• Understand what drives differences in the cost of capital around the world, the impact on capital budgeting, and the valuation of international investments.
• Adapt financing strategies to changing needs and conditions.
• Analyze the strategic and organizational factors that influence the successes and failures of acquisitions.
• Learn the components of effective risk management.
• Apply the Economic Value Added (EVA®) model to performance management.

FACULTY

Randall S. Kroszner
Norman R. Bobins Professor of Economics, Chicago Booth
Erik Hurst
V. Duane Rath Professor of Economics, Chicago Booth
Christian Leuz
Joseph Sondheimer Professor of International Economics, Finance, and Accounting, Chicago Booth
Kevin F. Rock
Clinical Professor of Finance, Chicago Booth
Gregory D. Bunch
Adjunct Professor of Entrepreneurship, Chicago Booth
John Burrows
Adjunct Assistant Professor of Behavioral Science and Organizations and Strategy, Chicago Booth
Susan Lucia Annunzio
President and CEO, The Center for High Performance (CfHP)
Joel Stern
Chairman and CEO, Stern Value Management

Note: Program and instructors are subject to change.

DATES

August 28–September 1, 2017
Sessions begin at 8 a.m. Monday and end at 6 p.m. Friday.

FEE

$9,100
(accommodations not included)

LOCATION

Chicago Booth
Gleacher Center
Chicago IL

For travel planning and more, visit our FAQ page at ChicagoBooth.edu/ExecEd.
MERGERS AND ACQUISITIONS (M&A)

This interdisciplinary program gives executives the analytical framework and tools necessary to successfully execute mergers, acquisitions, and corporate restructuring.

WHO SHOULD ATTEND?

This program is designed for senior and upper-middle level executives who are now or will be involved in M&A activity. Titles include: C-suite, general manager, vice president, director of business development, director of finance, strategic planner, business unit manager, general counsel, and analyst.

PROGRAM BENEFITS

By attending this program, you will:

• Develop a strategic plan for M&A activity.
• Analyze strategic alternatives to M&A.
• Understand business valuation techniques.
• Implement a strategy for integration and restructuring.
• Structure the deal to minimize tax consequences.
• Learn how to best protect shareholder value during M&A.
• Understand the use of M&A by large public corporations, privately-held middle market firms, and private equity firms.
• Learn a playbook of M&A best practices.

FACULTY

Merle Erickson  
Professor of Accounting, Chicago Booth

Kevin F. Rock  
Clinical Professor of Finance, Chicago Booth

Gregory D. Bunch  
Adjunct Professor of Entrepreneurship, Chicago Booth

Stephen Morrissette  
Adjunct Associate Professor of Strategic Management, Chicago Booth

Note: Program and instructors are subject to change.

DATES

March 6–10, 2017  
July 24–28, 2017  
November 13–17, 2017

Sessions begin at 8:30 a.m. Monday and end at noon Friday.

FEE

$10,500  
(accommodations not included)

LOCATION

Chicago Booth  
Gleacher Center  
Chicago IL

For travel planning and more, visit our FAQ page at ChicagoBooth.edu/ExecEd.
Saïd Business School and Chicago Booth have joined forces to offer a unique advanced program on valuation for strategic corporate and investment decisions—the first of its kind in the world.

Developed to give a wide range of professionals a deeper understanding of the thinking, methodology, and techniques behind financing and valuation, this one-week program allows participants to understand how to apply valuation to make better strategic decisions. It also helps them to acquire financial and valuation modeling techniques to apply immediately at their companies. Participants will discuss real transactions with leading executives and interact with the global leaders in finance.

WHO SHOULD ATTEND?
This program will benefit executives from an array of areas who are involved in financing and valuation and make decisions about raising capital, acquisitions, disposals, or restructuring. Titles include: CFO, VP of strategy, family business owner, consultant, lawyer, accountant, pension fund executive, and banker.

PROGRAM BENEFITS
By attending this program, you will:

• Understand how to apply valuation to make better strategic decisions.
• Acquire financial and valuation modeling techniques to apply immediately at work.
• Discuss real transactions with leading executives and interact with the global leaders in finance.
• Acquire valuable practical Excel valuation templates that can be adapted for solid models.

FACULTY
Steven N. Kaplan
Neubauer Family Distinguished Service Professor for Entrepreneurship and Finance, Chicago Booth

Mark E. Zmijewski
Leon Carroll Marshall Professor of Accounting, Chicago Booth

Andreas Angelopoulos
Lecturer and Executive Director, Private Equity Institute, Saïd Business School

Tim Jenkinson
Professor of Finance and Head of the Finance Faculty, Saïd Business School

Note: Program and instructors are subject to change.

DATES
May 22–26, 2017
Sessions begin at 8:30 a.m. Monday and end at 3 p.m. Friday.

FEE
Oxford: £6,500
(accommodations not included)

LOCATION
Saïd Business School
Oxford, UK
For travel planning and more, visit our FAQ page at ChicagoBooth.edu/ExecEd.

REGISTER TODAY CHICAGOBOOTH.EDU/EXECEDE 312.464.8732
PRIVATE WEALTH MANAGEMENT (PWM)
An integrated and strategic approach to wealth management specifically for high-net-worth individuals and families.

The cornerstones of successful wealth management are: management of the economic engine, control of costs, effective governance, and the expression and transfer of personal and family values. Participants gain tools to evaluate each of these cornerstones to design a personalized family wealth strategy and supporting infrastructure that they can implement.

WHO SHOULD ATTEND?
US and international individuals and families who have built wealth in this generation, have inherited family wealth, or are contemplating or have recently experienced a liquidity event will benefit. Family office executives may attend with principal family members, but the course is closed to all other financial services professionals.

ADMISSION REQUIREMENTS
Completed applications should be submitted as early as possible. Candidates will be notified of acceptance within one week. Application does not guarantee admission; candidates will be selected on their ability to benefit from, and contribute to, the program and valuable peer-learning environment. Apply online at ChicagoBooth.edu/PWM.

PROGRAM BENEFITS
By attending this program, you will:
• Clarify your family and financial goals.
• Design a strategy to preserve and manage your wealth.
• Oversee financial advisors with greater confidence, accountability, and results.

FACULTY
John C. Heaton  
Deputy Dean for Faculty and Joseph L. Gidwitz Professor of Finance, Chicago Booth

Steven N. Kaplan  
Neubauer Family Distinguished Service Professor of Entrepreneurship and Finance, Chicago Booth

Stuart E. Lucas  
Adjunct Professor of Finance, Chicago Booth  
Chairman, Wealth Strategist Partners, LLC

Sara Hamilton,  
Founder and CEO, Family Office Exchange (FOX)

Howard M. Helsinger  
Partner, Sugar Felsenthal Grais & Hammer LLP

Note: Program and instructors are subject to change.

DATES
May 16–19, 2017
October 17–20, 2017
Optional Sessions of Investment Fundamentals:
May 15, 2017
October 16, 2017

Sessions begin at 8 a.m. Tuesday and end at 3:30 p.m. Friday. The optional session is from 1:30 to 5 p.m. Monday.

Application required. Visit ChicagoBooth.edu/PWM to apply.

FEE
$10,500  
(accommodations not included)

LOCATION
Chicago Booth  
Gleacher Center  
Chicago IL

For travel planning and more, visit our FAQ page at ChicagoBooth.edu/ExecEd.
CERTIFIED INVESTMENT MANAGEMENT ANALYST® (CIMA®) CERTIFICATION

The only credential designed specifically for financial professionals who want to attain a level of competency as an advanced investment advisor or consultant. Chicago Booth is a Registered Education Provider for the education program requirement in the certification process.

Since April 2011, CIMA® certification has been recognized as the only financial services credential in the US to meet an international standard for personnel certification (ISO 17024) and earn accreditation by the American National Standards Institute.

WHO SHOULD ATTEND?
This program is for experienced financial professionals from a variety of backgrounds and business models—including independent advisors, investment consultants, national and regional broker-dealer representatives, and bank/trust employees. It is open to those who have submitted a CIMA® certification program application and have passed the qualification exam.

STEPS TO CERTIFICATION
Step 1: Submit CIMA® Certification Program Application to Investment Management Consultants Association® (IMCA®)
Step 2: Pass Qualification Examination
Step 3: Complete Booth Education Program
Step 4: Pass Certification Examination
Step 5: Sign Licensing Agreement and adhere to IMCA® Code of Professional Responsibility, Standards of Practice, and Rules and Guidance for use of the marks

If you have not yet begun the CIMA® certification process or would like more information about IMCA®’s advanced certification qualifications, please contact IMCA® directly at 303.770.3377 or visit imca.org.

WORKSHOP SERIES FOR THE QUALIFICATION EXAM
Chicago Booth offers a series of workshops to help you prepare for the CIMA® qualification exam. Visit ChicagoBooth.edu/CIMA to learn more.

FACULTY
John C. Heaton
Deputy Dean for Faculty and Joseph L. Gidwitz
Professor of Finance, Chicago Booth
Lubos Pastor
Charles P. McQuaid Professor of Finance, Chicago Booth
Pietro Veronesi
Roman Family Professor of Finance, Chicago Booth
Ira S. Weiss
Clinical Professor of Accounting and Entrepreneurship, Chicago Booth
Kathleen Fitzgerald
Adjunct Assistant Professor of Management, Chicago Booth
John Nersesian, CFP®, CIMA®, CIS, CPWA®
Managing Director, Nuveen Wealth Management Services
Past Chair, IMCA® Board
Scott G. Thayer, CIMA®
Director, Financial Advisor, Institutional Consulting Director,
Graystone Consulting at Morgan Stanley Smith Barney
Note: Program and instructors are subject to change.

DATES
April 10–14, 2017
October 9–13, 2017
Sessions begin at 7:45 a.m. Monday and end with a final exam on the last day.
Application required. Visit imca.org to apply to the certification program. Visit ChicagoBooth.edu/CIMA to register for the education component.

FEE
$5,800
(includes all meals; accommodations not included)
Additional IMCA® fees are outlined below. Fees are subject to change. Please visit imca.org for the most up-to-date information. Includes application, qualification, and certification exam fees
IMCA® Members: $600
Non-members who join IMCA® (includes IMCA® membership): $995
Non-members: $1,095

LOCATION
Chicago Booth
Gleacher Center
Chicago IL
For travel planning and more, visit our FAQ page at ChicagoBooth.edu/ExecEd.

REGISTER TODAY CHICAGOBOOTH.EDU/EXECEd  312.464.8732 51
CERTIFIED PRIVATE WEALTH ADVISOR®
(CPWA®) CERTIFICATION

An advanced credential created specifically for wealth managers who work with high-net-worth individuals, focusing on the life cycle of wealth: accumulation, preservation, and distribution. Candidates who earn the certification understand how to develop specific strategies to minimize taxes, monetize and protect assets, maximize growth, and transfer wealth.

WHO SHOULD ATTEND?

This program is for wealth managers who advise high-net-worth clients. Five years of relevant experience and pre-study educational components required.

STEPS TO CERTIFICATION

The CPWA® certification program requires that candidates meet all eligibility requirements.

Step 1: Submit CPWA® Certification Program Application to Investment Management Consultants Association® (IMCA®)

Step 2: Complete pre-study educational component

Step 3: Attend in-class education program at Booth

Step 4: Pass comprehensive examination

Step 5: Sign Licensing Agreement and adhere to IMCA® Code of Professional Responsibility, Standards of Practice, and Rules and Guidance for use of the marks

If you have not yet begun the CPWA® certification process or would like more information about IMCA®’s advanced certification qualifications, please contact IMCA® directly at 303.770.3377 or visit imca.org.

FACULTY

John C. Heaton
Deputy Dean for Faculty and Joseph L. Gidwitz Professor of Finance, Chicago Booth

Merle Erickson
Professor of Accounting, Chicago Booth

Lubos Pastor
Charles P. McQuaid Professor of Finance, Chicago Booth

Note: Program and instructors are subject to change.

DATES

March 19–24, 2017
June 4–9, 2017
September 24–29, 2017

Sessions begin at 7:45 a.m. Monday and end with the certification exam on Friday. There is an optional Sunday evening session.

Application required. Visit imca.org

FEE

IMCA® Members: $7,475
Non-members who join IMCA®: $7,870
$7,475 for certification program and $395 for annual membership

Fees are subject to change. Accommodations are included. Please visit imca.org for the most up-to-date information.

LOCATION

Chicago Booth
Gleacher Center
Chicago IL

For travel planning and more, visit our FAQ page at ChicagoBooth.edu/ExecEd.
CREATE HIGH-IMPACT CUSTOM EXECUTIVE EDUCATION PROGRAMS

The economic and competitive realities of globalization and technological change have dramatically raised the bar on what it takes to create and maintain a competitive advantage.

As a higher standard of leadership capabilities emerges, so does the need for a more innovative and exacting custom executive education program. We are on the forefront of designing and delivering highly customized executive education to meet the specific leadership development objectives of our clients.
“The faculty worked to truly understand our firm, first while designing the program and then in the classroom. Chicago Booth’s combination of world-class expertise and tailored attention has engaged our executives and exceeded our expectations.”

AARON OLSON
CHIEF TALENT OFFICER
AON PLC
TEACHING TO THE EMERGING LEADERSHIP AGENDA

In this challenging business environment, placing decision-making authority and operating control in the hands of the few at the top of the organization cannot support the level of agility, innovation, and customer focus required to generate long-term shareholder value. The need to delegate decision making to lower levels of the organization has created a new leadership development agenda.

To meet these new demands, senior managers must now:

• Take greater ownership of both their operating unit’s strategy and the company’s corporate strategy.

• Collaborate effectively with their peers across internal boundaries of the organization to advance their company’s corporate strategy.

• Innovatively run their operations more efficiently and effectively as new technology continues to evolve at an increasingly rapid pace.

• Create a committed and agile workforce by developing and managing their talent and organizations with the necessary competencies for success.

This new world requires a revolutionary approach to customized executive education.
OUR APPROACH TO CUSTOM PROGRAM DESIGN

We work closely with our clients, as both partners and advisors, to create educational experiences with the highest impact. While the specific process we follow varies according to our client’s specific needs and business context, three key elements are always present:

LISTEN, UNDERSTAND, AND ADVISE

• Develop a thorough understanding of the client’s needs through a rich dialogue with senior executives, potential program participants, and HR specialists.

• Provide insights and advice on alternative approaches and solutions.

• If requested, work with clients to refine their leadership development agenda and determine the specific objectives that should be set for a custom executive education program.

DESIGN FOR IMPACT

• Match type and level of classroom content with client’s leadership development goals.

• Faculty engage with clients to incorporate relevant company/industry specific content on the topic area they are delivering.

• Develop action-learning projects that entail the application of academic principles and frameworks to current opportunities and challenges facing the clients (either internally or externally).

CREATE AND DELIVER THE LEARNING EXPERIENCE

• Generate highly participative and intense learning experiences specific to each individual client’s experience, needs, and goals for the future.

• Embed academic content into rich dialogue amongst program participants on relevant strategic and organizational opportunities and challenges.

• Provide necessary feedback and support to action-learning projects, along with follow-up learning material.
When you choose Chicago Booth, you benefit from the most dynamic minds in business. Your organization is paired with one or more faculty leads who are uniquely qualified to address your challenges.

**GET ACCESS TO CUTTING-EDGE, NOBEL PRIZE-WINNING RESEARCH**

Our path-breaking research and distinctive approach to learning have produced ideas and leaders that shape the world of business. Chicago Booth’s unparalleled faculty is highly acclaimed for developing theories that change business practice.

**LEARN FROM HIGHLY REGARDED PROFESSORS WITH REAL-WORLD EXPERTISE**

Chicago Booth professors and practitioners collaborate and consult with firms, serve on corporate boards, and start their own companies. They are sought out for their expert analysis and advice by government and business leaders worldwide. With their distinctive mix of theory and application, participants can start applying what they learn immediately.

The University of Chicago boasts 89 Nobel laureates among its faculty, researchers, students, and graduates. No other school can make this claim.
COLLABORATE IN ONE OF THE WORLD’S GREAT LEARNING COMMUNITIES

Custom Executive Education is offered at convenient locations worldwide based on an organization’s executive development needs. No matter where the program takes place, the Chicago Booth environment is always stimulating, collaborative, and supportive.

CULTURE
Executives learn in a culture that is unparalleled. Chicago Booth is a meritocracy of ideas. This keeps us on the cutting edge, collaborative, and energized. We value self-awareness, intellectual curiosity, empirically grounded examination, and an eagerness to engage in debate. Above all, we value honesty and transparency: about what we know, and in the way we engage with one another.

IDEAS
Our ideas change business, public policy, and the world. We believe in freedom and competition. We are not content to teach existing knowledge or follow fads. We believe in the power of empirics—as a source of inspiration and as a reality check. We focus multiple disciplinary perspectives on the underlying forces that drive markets and organizations; these perspectives enable us to uncover new facts and frameworks, crack open seemingly intractable challenges, and produce solutions that are both surprising and enduring.

PEOPLE
We produce leaders who create lasting value. The intellectual energy that makes us business pioneers expands beyond our campuses; it becomes part of our graduates, and distinguishes them in organizations. Our alumni are known for their astute understanding of themselves, for making knowledge richer and more relevant, for reframing problems to reveal new opportunities, and for making any team stronger. They push conversations both broader and deeper to achieve better answers. Chicago Booth participants fundamentally increase the trajectory of organizations and sectors through the power of bigger and more enduring ideas.
## COMPREHENSIVE MANAGEMENT

<table>
<thead>
<tr>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
</tr>
</thead>
</table>

The Advanced Management Program (AMP)  
Elective courses are offered throughout the year.

The Chicago Management Institute (CMI)  
January 20–June 30

The Executive Development Program:  
The Transition to General Management (EDP)  
Start: April 3 optional

The Accelerated Development Program (ADP India)  
Module 1: Dec 5–9, 2016 (New Delhi)  
Module 2: 15–19 (Hong Kong)  
Module 3: 9–13 (Chicago)

Global Senior Management Program (GSMP) Chicago and Madrid  
Module 1: 14–19 (Chicago)  
Module 2: 25–30 (Madrid)

## LEADERSHIP

<table>
<thead>
<tr>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
</tr>
</thead>
</table>

Directors’ Consortium (DIRC)  
Started April 3 optional

Essentials of Effective Management:  
The Psychology of Management (EEM)  
3–7  
11–15  
4–8

High-Performance Leadership (HPL)  
Feb 27–Mar 3  
26–30  
13–17

Leading High-Performance Organizations — Hong Kong (LHPO-HK)  
16–17 (Hong Kong)  
1–2 (Hong Kong)

Leading Organizational Change (LOC)  
3–7  
21–25

Negotiation and Decision-Making Strategies (NDMS)  
24–28  
Oct 30–Nov 3

Negotiations: Strategies and Processes for Impactful Outcomes — Hong Kong (NSP-HK)  
14–15 (Hong Kong)

Strategic Business Leadership: Engagement, Performance, and Execution (SBL)  
13–17  
10–14  
6–10

## MARKETING

<table>
<thead>
<tr>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
</tr>
</thead>
</table>

Big Data and Marketing Analytics (BDMA)  
20–22  
4–6

Digital Marketing for Executives (DME)  
10–12  
1–3

New Product Innovation, Development, and Implementation Strategies (NPD)  
17–21  
18–22

Pricing: Strategy and Tactics (PST)  
24–28  
23–27

Strategic Marketing Analytics — Hong Kong (SMA-HK)  
12–13 (Hong Kong)

Strategic Marketing Management (SMM)  
26–30  
4–8

## STRATEGY

<table>
<thead>
<tr>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
</tr>
</thead>
</table>

The Advanced Strategy Program: Building and Implementing Growth Strategies (ASP)  
Feb 27–Mar 3  
16–20

Executive Program in Corporate Strategy (EPCS)  
13–17  
12–16  
Oct 30–Nov 3

Mergers and Acquisitions (M&A)  
6–10  
24–28  
13–17

Negotiation and Decision-Making Strategies (NDMS)  
24–28  
Oct 30–Nov 3

## FINANCE

<table>
<thead>
<tr>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
</tr>
</thead>
</table>

The Executive Program for Prospective CFOs (EPPC)  
22–26

Financial Analysis for Nonfinancial Managers (FANM)  
3–7  
14–18  
4–8

Finance for Executives (FE)  
12–16

The Latin American CFOs’ Executive Program (LACFO)  
Aug 28–Sep 1

Mergers and Acquisitions (M&A)  
6–10  
24–28  
13–17

Oxford Chicago Valuation Program (OCV)  
22–26 (Oxford)

Private Wealth Management: For Individuals and Families (PWP)  
16–19  
17–20

Certified Investment Management Analyst® (CIMA®) Certification  
10–14  
9–13

Certified Private Wealth Advisor® (CPWA®) Certification  
19–24  
4–9  
24–29
ACCOMMODATIONS
Accommodations are reserved at various hotels in close proximity to Gleacher Center. Single or double rooms are available at a discounted rate. A list of accommodations will be supplied for London and Singapore in close proximity to the campuses. Select hotels will offer discounted rates. Participants must directly contact the appropriate hotel at least three weeks prior to the program’s start date. After this time, the hotels cannot guarantee accommodations. Accommodations are not included in the program fee.

PROGRAM FEES
Program fees listed in this catalog, in the individual program brochures, and on our website are subject to change and payable in advance. Fees include tuition, books and instructional materials, lunches, and coffee breaks, unless otherwise noted. To view our full payment policy, visit ChicagoBooth.edu/EEPaymentPolicy.

CANCELLATIONS
All notification of cancellations, transfers, deferrals, and substitutions must be sent in writing to Chicago Booth Executive Education. Full refunds of paid program fees can be obtained up to 30 days before the program start date. Any cancellations or requests for transfers or deferrals received 30 days or less from the program start are subject to the fees as described below.

• More than 30 days’ notice: 0% Cancellation – 0% Transfer Fee
• 14 to 30 days’ notice: 30% Cancellation – 15% Transfer Fee
• Less than 14 days’ notice: 50% Cancellation – 25% Transfer Fee

Chicago Booth Executive Education, at its sole discretion, reserves the right to limit enrollments or cancel a program regardless of acceptance status. In the unlikely event of a course cancellation, paid program fees will be refunded. Chicago Booth is not responsible for any travel, hotel or other related expenses accrued by the program registrant.

SUBSTITUTIONS
All participant substitutions are subject to the sole discretion of Chicago Booth Executive Education. Requests must be submitted in advance and will be reviewed on an individual basis, based on participant qualifications and lead time needed for any program pre-work.

TRANSFERS
Transfer requests must indicate the new dates and/or new program the participant wishes to attend. Transfers are valid only within one year of the original program start date.

PHOTO & VIDEO RIGHTS
Photo rights – The University of Chicago reserves the right to use photos taken during program activities for promotional purposes.
Audio/Video – Participants are not allowed to transcribe or record Executive Education courses in audio or video format unless they receive advance approval, in writing, from the instructor or dean. Such permission is typically granted only in connection with the accommodation of a student’s disability, and all such approved recordings are for personal use only and may not be duplicated, file-shared, sold, or distributed. More information about the University’s policy regarding Audio and Video Recording on Campus is available on the University’s website. All inquiries should be directed to exec.ed@ChicagoBooth.edu.

The University of Chicago reserves the right to change without notice any statement in this bulletin concerning, but not limited to, curricula, courses, faculty, tuition, fees, policies, and rules. If course or curriculum changes take place after you commence the program, we will make every effort to implement the changes in your best interest.
LEARN MORE ABOUT THE UNIVERSITY OF CHICAGO BOOTH SCHOOL OF BUSINESS EXECUTIVE EDUCATION CHICAGOBOOTH.EDU/EXECED

CONTACT US
CHICAGO BOOTH
P +1.312.464.8732
E EXEC.ED@CHICAGOBOOTH.EDU

GLEACHER CENTER
450 NORTH CITYFRONT PLAZA DRIVE, SUITE 514
CHICAGO, ILLINOIS 60611-4316

LONDON CAMPUS
P +44.(0)20.7070.2200
E LONDEXEC@CHICAGOBOOTH.EDU

SINGAPORE CAMPUS
P +65.6835.64.82
E ASIAEXEC@CHICAGOBOOTH.EDU

HONG KONG CAMPUS
P +852.2533.9500
E ASIAEXEC@CHICAGOBOOTH.EDU