

# Program Management Seminar

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***The world's best management schools are noted for their superior program execution, high levels of customer satisfaction, and continuous program improvements. Be one of them!***

## **Background and Objectives**

Today, managers of educational programs face greater and greater challenges. To meet the needs of their increasingly sophisticated students, many public, private and corporate schools have turned their attention to improving the planning, marketing, and delivery of their programs.

Motivated by a desire to help member institutions to continuously improve and advance the overall quality of business education and management development, and aware of the important role that the program management function has in this respect, in 2005 CEEMAN expanded its complex portfolio of programs and activities. It designed and launched a unique program aimed at developing capabilities related to the design, promotion and delivery of educational programs.



This unique program is targeted at managers of educational programs. It has generated great interest among private, public, and corporate management development institutions worldwide, including the most prestigious schools.

The 12 editions of this world-class program in 2005-2016 were attended by close to 400 participants from 130 business schools in 40 countries of Europe, Asia, and Africa.

In an article titled “Essential Lessons for the Business School Infantry”, published on 28 February 2011, the Financial Times describes the main proposition of this unique program and explores what is behind the worldwide interest in it. The quotes from several program faculty, organizers, participants, and graduates from various parts of the world, emphasize the importance of having highly capable people responsible for the preparation, organization, and delivery of the educational process that needs to respond fully to customers’ needs and expectations, while providing satisfaction and fulfilling institutional needs and aspirations.

The program is intended for program and project managers and coordinators, as well as professionals responsible for initiating, developing, organizing, coordinating, and streamlining program management processes and methodologies, and achieving operational excellence in business education and management development. The seminar equips the participants with cutting-edge tools, acquainting them with best practices in managing educational programs.

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***“It was a great opportunity to take part in this CEEMAN program, during which I gained knowledge from the faculty but also from the participants. I will certainly recommend it to members of INSEAD. This should become a reference program on these specific topics.”***

***Leslie Marchin***  
***INSEAD, France***

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## Program Management Seminar Faculty

Program faculty and invited guest speakers include a high-profile team of internationally renowned professors and institutional leaders from prominent business schools around the world. These experienced practitioners of business education bring into the program and share their personal and institutional experience and lessons learned.



**Mike Page**

Provost and Vice President  
for Academic Affairs, Bentley University, US



**Dianne Bevelander**

Professor of Management Education and Executive  
Director, Erasmus Centre for Women and  
Organizations, Erasmus University the  
Netherlands



**Danica Purg**

CEEMAN President  
President of the IEDC-Bled School of  
Management, Slovenia



**Andrew Crisp**

Founding Partner of CarringtonCrisp, United  
Kingdom



**Nenad Filipović**

Academic Director  
IEDC-Bled School of Management, Slovenia

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*“It is a welcome change to experience tailored learning for program managers. All items on the agenda were beneficial and I will take great deal to my own university.”*

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## Participant Profile

Program managers, coordinators, and directors in charge of the overall program management and/or its individual segments: program design, marketing and promotion, planning, organizing and degree delivery, open enrolment, and/or in-company programs in their institutions.

Institutional leaders (deans, directors, heads of departments) interested in organizing and improving the program management function at their institutions.

## Structure and Topics

While the final content of the intensive and highly interactive three-day program is fine-tuned each year, particularly in order to respond to participants' challenges and needs, the program typically includes:

- The complex role of the program manager in program delivery
- Building a positive learning environment
- Understanding target markets
- Delivering high-level customer satisfaction
- How to decide on marketing investments to increase enrolments
- Admission systems
- Post-program activities
- Managing alumni relations



- Managing the performance of program staff
- Hiring and motivating program management staff
- Dealing with difficult participants
- Working with faculty and gaining the cooperation of institutional leaders
- Handling ethical dilemmas in the program manager role
- Time management and handling the pressure of the job

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*“Amazed by the diverse group of participants. Professors were very good at giving lectures and managed to get our interest. Organization was perfect. Loved personalized materials and personal approach. I have met so many interesting people and had a fantastic experience. I feel that I will be returning to work with more confidence and a better understanding of program management. Thank you!”*

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## **Work Methods**

Class sessions include briefings by experts, group discussions, and case analyses of problems encountered in business schools’ daily routines. Program faculty also provide individual coaching on the issues discussed.

Working in small groups, participants apply what they have learned in a series of case studies and address real world challenges faced by program managers. Group work also includes sharing, discussing key individual and institutional challenges of program participants, and presenting solutions based on replicable best practices and suggestions on the innovations to be introduced.

An important feature of the program is the fact that the Program Management Seminar is a real case study per se, demonstrating how educational programs in business education and the leadership development industry should be designed, developed, and delivered. It is also a practical

demonstration of how one can go beyond managing expectations and respond to the real needs and wants of the customers.

## **Tuition Fee**

Subsidized by CEEMAN, the program offers most preferential program fees for CEEMAN member institutions and the individual members of the association, while a limited number of additional scholarships are available for participants from Africa and Latin America.

Program fees published online do not include travel costs and accommodation expenses.

## **Admission Process**

Interested candidates for the Program Management Seminar, which is typically held in Bled, Slovenia in April each year, may apply by submitting a completed online application form by early February.

Following this, participants are invited to provide a short list of their key individual and/or institutional challenges related to the program management function at their schools.

## **More Information**

[www.ceeman.org/pms](http://www.ceeman.org/pms)  
[info@ceeman.org](mailto:info@ceeman.org)

## **CEEMAN**

CEEMAN is the international association for management development in dynamic societies. Established in 1993, CEEMAN has become a global network that fosters the quality of management development and change processes by developing education, research, consulting, information, networking support, and other related services for management development institutions and corporations operating in dynamically changing environments. Its holistic approach to the phenomena of change and leadership development builds on a specific value platform that celebrates innovation, creativity, and respect for cultural values, and promotes the principles of responsible management education.

IEDC-Bled School of Management, facing the Lake of Bled, Slovenia, provides a stimulating environment for learning and reflection.

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### **CEEMAN**

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