



**CEEMAN**

# **Program Management Seminar**

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# Program Management Seminar

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The world's best management schools stand out due to their superior program design, delivery, high levels of customer satisfaction, and continuous improvement. Join us to learn from internationally renowned faculty and colleagues from around the world to achieve excellence in program management!

## Background and Objectives

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

Motivated by the desire to help member institutions continuously improve and advance the overall quality of business education and management development, CEEMAN launched a unique program in 2005 to further enhance its complex portfolio of programs and activities.



The Program Management Seminar (PMS) is designed to help managers deliver world-class educational programs. It has generated great interest among private, public, and corporate management development institutions worldwide, including the most prestigious schools. Since the program's launch in 2005, over 440 participants from 150 business schools from more than 40 countries in Europe, Asia, and Africa have taken part.

Participants have included 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 the best practices in managing sophisticated and successful educational programs.

In an article titled "Essential Lessons for the Business School Infan-try", the Financial Times describes the main proposition of PMS and explores the reasons behind the worldwide interest in it. Its 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 programs and processes that need to respond fully to customers' needs and expectations. At the same time, they should provide satisfaction and fulfill institutional needs and aspirations.

*"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

## 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.



### **Kai Peters**

Pro-Vice-Chancellor of  
Business & Law at  
Coventry University  
UK



### **Danica Purg**

President of CEEMAN and  
IEDC-Bled School of Management  
Slovenia



### **Andrew Crisp**

Founding partner of  
CarringtonCrisp  
UK



### **Alenka Braček Lalić**

CEEMAN IQA Director  
Vice Dean for Research and  
Co-Director for Executive MBA at  
IEDC-Bled School of Management  
Slovenia



### **Nenad Filipović**

Director of Executive Education at  
IEDC-Bled School of Management  
Slovenia

## Participant Profile

Participants include program managers, coordinators, and directors in charge of overall program management and/or its individual segments (program design, marketing and promotion, planning, organizing and degree delivery, open enrollment, and/or in-company programs in their institutions), and 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 in response to participants' challenges and needs, the program typically includes a number of structural and conceptual issues:

- the complex role of the program manager in program delivery
- understanding target markets
- deciding on marketing investments to increase enrolments
- admissions systems
- building a positive learning environment and ensuring learning outcomes
- delivering high-level customer satisfaction
- post-program activities
- managing alumni relations



Additionally, PMS addresses a whole range of people issues, which are critical to overall program success:

- 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

*“Amazed by the diverse group of participants. The professors were very good at giving lectures and managed to capture our interest. Organization was perfect. Loved the 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!”*

## Work Methods

Class sessions include briefings by experts, group discussions, and case analyses of problems encountered in business schools’ daily routines. Program faculty also provides 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 and 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 PMS 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 individual members of the association, while a limited number of additional scholarships is available for participants from Africa and Latin America.

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

*“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.”*

## Admission Process

Candidates interested in the Program Management Seminar, which is held in Bled, Slovenia in spring each year, can apply by submitting a completed online application form. Participants are then 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)



# 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 Alpine Lake Bled, Slovenia, provides a stimulating environment for learning and reflection.



## CEEMAN

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