

feriencamps.ch

Tel. 0800 900 111 . mail@feriencamps.ch . Hohlstrasse 190 . 8004 Zürich



Summer Business School

Course Contents

03 **Marketing and Strategy**

04 **Global Environment**

05 **New Media and Communications**

06 **Leadership and Organisation**

Please note that each course can also be taken individually.



Marketing and Strategy

Learning Outcomes

Benefit from an exciting mix of the latest academic theory combined with case studies, group discussions and practical assignments. You will gain a critical appreciation of the importance of effective business strategy, and the role marketing plays in achieving a competitive advantage.

Students will learn about the effects of consumer behaviour and concepts like globalisation on modern commercial businesses, and how companies apply strategic thinking to evolve and keep pace with change.

Course Contents

- ▶ Introduction to strategic management and positional marketing.
- ▶ ‘The strategic map’ – an overview of how analysing external environments translates into tangible business plans.
- ▶ Globalisation, diversity and consumer behaviour – how to maximise business growth and avoid pitfalls.
- ▶ Tools for growth – techniques that help define a company’s products and services, and to achieve sustainable competitive advantages.
- ▶ Organisational design – how to build efficiency in organisational structure.
- ▶ Maximum management – how to identify the right management style for your business.
- ▶ Leaders for the future – an examination of past, present and future leadership techniques.
- ▶ Performance plus – how to motivate, recognise and reward employees for maximum results.
- ▶ Managing uncertainty – how to build flexibility and receptiveness to change in a world where nothing is certain.
- ▶ Building sustainability – an insight into systems, policy and process design.
- ▶ Measurement and control – techniques to ensure constancy of service delivery.
- ▶ Continuous improvement – how to ensure businesses progress and remain relevant despite the competition.

Reading Reference

- ▶ Richard Lynch – ‘Strategic Management 6th Edition.’

Lecturer: Barry Goode

Barry Goode is an MCIPD qualified human resources professional, and he lectures at LSBF on subjects related to strategy and corporate business – both on academic courses and for LSBF’s corporate clients. Barry has sixteen years’ experience at group director level, and has been an established interim consultant since 2001. He is a provider of training, consulting and transition

support to companies across a range of industry sectors including banking, finance, electronics and telecommunications.

Barry’s strengths lie in his pragmatic style and ability to translate business strategy into actionable HR plans. Previous assignments include strategic and HR operations.

Global Environment

Learning Outcomes

By the end of the course, students should be able to:

- ▶ Understand the differences amongst cultures and their impact on doing business.
- ▶ Understand how to evaluate different country parameters and to choose the relevant criteria for international investments.
- ▶ Understand a variety of global entry strategies and be able to choose the right fit for a particular business.
- ▶ Analyse the international business environment.

Course Contents

- ▶ Introduction to globalization – what is accelerated globalization and what is the effect of globalization on people and businesses in the world?
- ▶ Setting up a framework for comparing countries – how do you compare potential countries for investment? Which criteria will be used?
- ▶ Analysing the business environment and comparing and interpreting relevant data.
- ▶ Understanding the role of culture – what is the effect of culture on doing business?
- ▶ Which cultural clusters exist in the world, and what are the managerial differences between them?
- ▶ Governmental influence on trade – what are the tools governments use to influence trade with other countries.
- ▶ Global strategy, structure and implementation – cover entry strategies, organizational structures and both domestic vs. international recruitment strategies.

Reading Reference

- ▶ Daniels, International Business, Pearson, 14th Edition, 2011.

The global environment part of the course will be delivered through lectures, videos, debates, case studies, experimental exercises, and both individual and group presentations.

Lecturer: Johanna (José) Scheuer

José Scheuer is a true international who has lived and worked in four European Countries. She has an MSc from ESCP Europe (Paris, Oxford, Berlin) and worked for 10 years for the Multinational Beiersdorf AG (NIVEA) in Hamburg. There she gained first-hand experience in

trade marketing, brand management and international marketing. She has also lectured at the Hanze University in the Netherlands on the subjects of brand management, strategic business management, marketing research and e-commerce.

New Media and Communications

Learning Outcomes

By the end of the course, students should be able to:

- ▶ Understand and use the main approaches to Internet Marketing and E-Promotion.
- ▶ Understand and apply strategies, tools and development approaches for digital marketing.
- ▶ Know the role that public relationship management and customer relationship management play online.
- ▶ Be able to identify and apply search engine optimisation techniques.
- ▶ Identify current practices in social media marketing and its impact on digital marketing.

Course Contents

- ▶ Internet marketing, e-promotion strategies and mobile marketing.
- ▶ Definition, aims and origins of internet marketing.
- ▶ E-promotion strategies and mobile marketing.
- ▶ Strategic digital marketing, management and assessment of digital marketing communications and digital media and advertising.
- ▶ Internet communications channels and strategies.
- ▶ Managing direct and database marketing.
- ▶ Consumer behaviour in cyber environment and interactive communications with customers and consumers.
- ▶ Consumer behaviour in the cyber environment.
- ▶ Interactive communication with customers and consumer.
- ▶ Strategic considerations of internet marketing.
- ▶ New media trends.
- ▶ Social media marketing.

Reading Reference

- ▶ All the course work is exclusively produced and will be given throughout the programme.

Lecturer

Ben Botes holds an MBA from Surrey University (UK) and MSc in Psychology from Trinity College (USA). Apart from his extensive teaching experience, he is also an entrepreneur and professional consultant. He founded Business Plan Whiz and UK Business Planning –both web portals assisting first time business leaders and

entrepreneurs. In 2006, Ben was made the youngest President of the European Coaching Institute. In his most recent role as a Management Consultant, he coached teams within multinational companies including Toyota, Accenture and Hewlett-Packard.

Leadership and Organisation

Learning Outcomes

By the end of the course, students should be able to:

- ▶ Understand the various aspects of leadership and management.
- ▶ Define a leader, and identify how leadership affects change within organisations.
- ▶ Know some of the core ideas for conceptualising successful changes in modern organisations.
- ▶ Assess the nature of the executive processes as a leader.
- ▶ Understand how the human agent is a key part of the feedback process.
- ▶ Implement successful strategies through leadership.
- ▶ Define and assess the elements of leader development.
- ▶ Outline the criteria of an effective development programme.
- ▶ Present the methods used in leader development.
- ▶ Consider the role of culture in leader development.
- ▶ Summarise the role of the person and the organisation in effective leader development.

Reading Reference

- ▶ Nahavandi (2011), *The Art and Science of Leadership*, Prentice Hall.
- ▶ Ancona et al. (2005), *Managing for the Future*, MIT, Thomson.
- ▶ Flamholtz and Randle (2008), *Leading Strategic Change*, Cambridge.
- ▶ Yukl, Gary (2006), *Leadership in Organisations*, Pearson.
- ▶ Students are expected to complete several assignments during the programme.

Lecturer: Ailson de Morais

Ailson holds a full-time academic position and is a final year PhD researcher at Royal Holloway School of Management, University of London. He has a bachelor's and master's degrees from Andrews University, Michigan, USA and an MA in Business and Culture Studies from CASS, City University, London. Ailson also has a Postgraduate Certificate in the Skills of Teaching to Inspire Learning (Accredited programme by the Higher

Education Academy) from Royal Holloway, University of London.

Ailson also has substantial management experience, having worked in a variety of industrial and commercial sectors at international organisations in Brazil, Portugal, Switzerland and the UK. He is an International Academic, Entrepreneur and Life Coach.

Course Contents

- ▶ Define leadership and its effectiveness.
- ▶ Explain why people need leadership.
- ▶ Discuss the major obstacles to effective leadership.
- ▶ Compare and contrast leadership and management.
- ▶ List the roles and functions of leaders and managers.
- ▶ Summarise the debate over the role and impact of leadership in organisations.
- ▶ Understand the role culture can play in leadership.
- ▶ Describe the three levels of culture.
- ▶ Discuss the models of national culture.
- ▶ Identify the impact of gender on leadership.
- ▶ Address how organisations and leaders can develop a cultural mindset.
- ▶ Differentiate between micro and upper-echelon leadership.
- ▶ Describe the roles and responsibilities of strategic leaders in the management of an organisation.
- ▶ Identify the external and internal resources at a strategic leaders' disposal.
- ▶ List the characteristics of strategic leaders and their impact on leadership style.
- ▶ Explain the processes through which strategic leaders manage their organisations.
- ▶ Describe the characteristics and challenges of leadership in nonprofit organisations.