

# EXECUTIVE MBA: Master of Business Administration by Institut Certimedia, Geneva

Minimum duration 6 months: 31 training days + 3 months of practical internship in a company

Organization according to demand

		Duration Days	ECTS
<b>A- COMMON CORE SYLLABUS</b>		<b>15</b>	<b>15</b>
A-1- Finances for non-financial managers	essentials of financial accounting and management - profit and loss - balance sheet - cash flow - balance between investments and operational costs - fixed and variable costs - hidden costs - gross/net margins - opportunity assessment - cost & selling price calculation	2	2
A-2- Problems & Conflicts solving	different languages levels - problem and opportunity identification - problem solving methodology - conflict solving approach - affinity diagram - tree diagram	2	2
A-3- Leadership & Change management	company values - management styles - mission/vision/strategy - staff expectations - talent management - resistance to change - tools and methods for change management - méthodologies d'analyse de risques et FFOM	2	2
A-4- Process & Operations management	process culture - process shaping and optimisation - the process-functions matrix - functional relationships - presentation of ARIS® model and PAC® methodology for writing efficient procedures - Functional organisation chart & process diagram - Software for managing operational documentation	2	2
A-5- Certification management	Principles of third party certification - Quality management systems, products, services and personnel certification - Presentation of ISO 9001/ISO 14001/OHSAS 18001 and specific certification schemes such as ISAS BC/P 9001 - How to manage a certification programme? - Certification benefits and drawbacks	1	1
A-6- Crisis Management	crisis definition - performance objectives in crisis situations - action plans and resource mobilisation - monitoring - triggering - assessment and improvement	1	1
A-7- IT Efficiency Management	IT as an integrated contributor to company's efficiency - IT segments - IT and processes - development - training - support - improvement	1	1
A-8- Performance Measurement & Controlling	from mission and vision to objectives - functional and process indicators - balanced score cards - monitoring and controlling - early signs - corrective actions - presentation fo 5 models of performance monitoring including BSC (Balanced Score Card from Harvard)	2	2
A-9- Common Syllabus Wrap-Up	company mission - vision and strategy - company resources, staff, assets, cash, systems - company culture and management style - process management - continuous learning organisation, change management	2	2

<b>B- MEDIAS OPTION</b>		<b>16</b>	<b>16</b>
B-1- Media Business Economics and Strategies	media business environment - stakeholders and respective expectations - legal and regulatory constraints - business models and drivers - break points - strategies from niche to mega merger.	2	2
B-2- Marketing & Brand Management	image and brand development - building audience loyalty - market positioning - communication and self-promotion promotion	2	2
B-3- Content Production & Purchasing	procurement processes - sources of information - production process - purchasing policy - partnerships identification and implementation	2	2
B-4- Content Marketing & Sales	editorial needs: performances analysis in terms of audience and image - expertise on contents - programming - derived products policy	2	2
B-5- Audience / Readers research	assessments of audiences on targets (of which commercial targets) - qualitative studies (focus group) - studies on societal trends	2	2
B-6- Codes of Conduct	editorial charters - codes of ethics for journalists - relationships to the public and the systems of mediation and moderation (readers, listeners, viewers, Net surfers, etc.)	1	1
B-7- Digitization & Internet Hybridization	the links between various supports of diffusion (paper, audio-visual, Internet, mobile, etc.) in terms of contents, process of provisioning, organization of the human and technical means - the development of specific numerical platforms	2	2
B-8- Copyright & Archive Management	management policy of copyrights (acquisition of formats, constitution of catalogues) - filing and access to archives	1	1
B-9- Medias Option Wrap-Up	the interaction between editorial policy, commercial prospection, diversification and numerical development and communication policy	2	2
<b>C- MEMOIR</b>		<b>62</b>	<b>31</b>
C-1- Memoir	candidates must present a memoir in front of a jury after 3 months of practical work in a media company under the management of 2 tutors, 1 from the Media , 1 from the Institute, nominated by the Director of the Degree. The subject must be proposed by the applicant and accepted by the 2 tutors. The memoir must show the ability of the applicant to build an original approach in the resolution of a complex problem belonging to the management of a given media. The Jury is composed of at least 2 members of the Institute and 2 members of the Media company.	62	31

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