

July 5–9, 2010

at Cass Business School, City University, London

MEASURING · CREATING · SUSTAINING VALUE

Addressing the post-crisis business environment and management challenges

BUSINESS CLIMATE REMAINS CHALLENGING

The financial crisis that began in 2007 – and the unprecedented response on behalf of governments and central banks around the world with institutional bailouts, fiscal stimulus and monetary policy expansion – stand to impact the global economy for years to come.

Since late 2009, Switzerland's economy appears to be on a moderate upswing, driven by the pick-up in foreign trade and private consumption. In its spring outlook, the Swiss Economic Institute KOF-ETH sees better than expected growth prospects for 2010 and 2011. Nonetheless, business confidence remains fragile. «Management» remains challenged as it readies the business to profit from an upturn while still running on a lowest possible cost base.

PROGRAMME CONTENTS

With a view to the operational and strategic challenges that lie ahead, the programme week «Measuring – Creating – Sustaining Value» was revised and expanded for SKU 91 2010 as an integral part of the SKU Advanced Management curriculum. It is offered to SKU Alumni as the SKU Senior Executive Programme 2010 to address the following in lectures and case work:

- Macroeconomics: Crisis review and trends, elements of behavioral finance
- International marketing strategies (with case study)
- Organisational Change (with case study)
- Accounting & Controlling (refresher)
- Corporate Finance
- Mergers & Acquisitions (with simulation exercise)

Start at Cass: Monday 08.00 am | Close: Friday 15.00 pm | Evenings free from ca. 5.30 pm.
Wednesday afternoon free for individual business meetings or other activity.

LECTURERS

As in all its programmes, SKU promotes interaction with speakers from academia and business practice alike. The aim is to deliver content that is as current and as relevant as possible to the participants' present and future professional activity.

The following speakers will contribute to the SKU Senior Executive Programme 2010 at Cass:

Academics

Veronica Hope-Hailey, Vince Mitchell, Steve Thomas

Practitioners

Iain McCusker, Scott Moeller, John Richardson.

Optional workshop in Accounting/Controlling: May 31 in Brunnen

With the broader programme focus beyond finance in 2010, SEP participants may wish to brush up their accounting and controlling skills separately by attending the optional workshop for SKU 91 in Brunnen run by SKU lecturer Dr. Ralph Schmitz-Dräger.

May 31, 2010, 08.30–13.00 hrs in Brunnen (no fee for registered SEP participants).

VENUE

Cass Business School (City University)

106 Bunhill Row, London EC1

The SKU programme will be run at Sir John Cass Business School of City University, London, in the heart of the financial district – the «City». Cass is Europe's largest provider of specialist master courses geared to the global financial services industry and enjoys consistently high ratings in the various business school rankings.

Hotel: Club Quarters St. Paul's

24 Ludgate Hill, London EC4

To provide participants with nearby accommodation at reasonable rates, SKU holds membership in the private hotel organisation Club Quarters. Participants will stay at the Club Quarters St. Paul's London (at a 15 min. walk from Cass) at the special rate of GBP 124 or 137 per night + VAT (according to category chosen on the booking form). Hotel bills are to be paid directly to the hotel prior to departure. SKU covers the Club Membership fee. Extra nights at the special SKU rate (and even lower weekend rates) can be requested on the booking form.

PROGRAMME FEE

CHF

- SKU Senior Executive Programme 2010, July 5–9 in London 5'500.–
including group flights and transfers, lunch daily at Cass
(add hotel costs according to choice of room category, to be paid separately upon check-out)
- Programme for paid-in members of the SKU Alumni Organization in 2010 5'250.–

Inclusives:

- Programme at Cass Business School including morning coffee, breaks and lunch
- Flights on Swiss, in economy class:

Sunday, July 4 | LX 466 Zurich–London City | departure from Zurich at 17.10, arrival 17.55 hrs

Friday, July 9 | LX 465 London City–Zurich | departure 17.10, arrival in Zurich at 19.50 hrs

or other flight(s) on request (potentially at a surcharge)

- Group transfers between London City Airport and the hotel
- London Travelcard valid Sunday–Friday on the London underground and buses

REGISTRATION

Booking forms for the SKU Senior Executive Programme, the hotel stay and flights will be sent out upon e-mail request to info@sku.ch. Participation is restricted to max. 10 SKU Alumni. Registrations will be confirmed in the sequence of receipt.

Registration for the optional accounting workshop on May 31 in Brunnen can be made by e-mail. Attendance is free of charge for registered SEP participants who will thus be able to meet SKU 91 participants prior to the London programme.

Payment and cancellation:

Once SEP registration has been confirmed by SKU, charges are due in full and non-refundable. Flight and hotel cancellation charges are detailed on the respective booking forms.