



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

UNIVERSITÀ CATTOLICA DEL SACRO CUORE
UCSC INTERNATIONAL
VIA CARDUCCI 28/30- 20123 MILANO
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Summer Program 2017 University of California Los Angeles (UCLA) “Global Leadership, Management and Marketing Statetegies”

1. Program Scope

UNEX will deliver a six-week custom designed training program in English for UCSC participants entitled “Global Leadership, Management and Marketing Strategies”.

The Program’s goal is to provide a systematic approach for determining, implementing, and evaluating the strategies and policies that govern strategic operational management techniques and understand concepts of diverse cultural theories. Students will be exposed to a wide range of management, leadership, marketing and communications strategies to elevate participants to a level to be able to problem solve and apply learning through practical real world applications in a global environment. Students will gain knowledge and an experience that will differentiate them from their peers.

The program will consist of three open-enrollment, graded courses; two courses meeting two times per week and one course meeting one time per week in order to condense the full quarter deliverables into a 6 week timeframe. The classes will also include non-UCSC students in order to provide a diverse and internationally collaborative learning environment. Two relevant site visits will be included for UCSC students only. All classes will be taught in English. Traditionally, UNEX open enrollment classes include many non-native English speaking students and instruction is presented in a content-based approach to ensure material comprehension.



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2. Courses Description

COURSE #1 - Global Business Skills: Planning and Negotiating Strategies (MGMT X 460.961)

Meeting Days/ Times: Monday/Wednesday 1pm - 4pm

This highly interactive, simulation-based course provides students with the knowledge and skills to plan, work, and negotiate in the global marketplace.

- ✓ How Cultural Differences Affect International Business
- ✓ Hospitality and Protocol
- ✓ Establishing Trust and Credibility
- ✓ Characteristics of a Cross-Cultural Negotiator
- ✓ Communication and Persuasion Strategies
- ✓ Concepts of Win-Win and Win-Lose
- ✓ Tactics and Power Strategies
- ✓ Negotiating Concepts
- ✓ Develop Business Skills in “Real World”
- ✓ Class Simulations that Build Confidence for Overseas Business Affairs

COURSE #2 - Management Theory, Policy, and Process

Meeting Days/ Times: Tuesdays/Thursdays 9-12 pm

This course presents the theory and application of managerial functions; the processes of planning, organizing, leading, and controlling in a wide variety of organizational settings; and how the management of people and resources can accomplish organizational goals.

- ✓ Systems Theory
- ✓ Contingency Approaches
- ✓ Socio-Technical Systems
- ✓ Managerial Problem Solving And Decision Making in organizational contexts and a global environment
- ✓ Management Information Systems
- ✓ Motivation And Participation Leadership And Communication
- ✓ Human Resources Management
- ✓ Management Of Technology
- ✓ Managerial Ethics
- ✓ Contemporary Management Issues



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COURSE #3 – Global Leadership, Management and New Business Strategies (MGMT 861.1)

Meeting Days/ Times: TBD 6 class meetings

This is a 6-week customized program created for students of the Università Cattolica del Sacro Cuore. The goal is to provide a systematic approach for determining, implementing, and evaluating the strategies and policies that govern strategic operational management techniques and understand concepts of diverse cultural theories. Students will be exposed to a wide range of management, leadership, marketing and communications strategies to elevate participants to a level to be able to problem solve and apply learning through practical real world applications in a global environment. Students will gain knowledge and an experience that will differentiate them from their peers

3. Program Schedule

Hours	Monday	Tuesday	Wednesday	Thursday	Friday
9:00AM-12:00PM		Management Theory, Policy, and Process		Management Theory, Policy, and Process	
12:00PM-1:00PM					Closing Lunch & Certificate Ceremony
1:00PM-2:00PM	Global Business Skills: Planning and Negotiating Strategies		Global Business Skills: Planning and Negotiating Strategies		
1:00PM-4:00PM					

Global Leadership, Management and New Business Strategies - schedule TBD.

- One related company site visits plus one cultural activity will also be provided.
- Note: September 4th session to be rescheduled due to Labor Day Holiday.
- Closing ceremony luncheon on Friday, September 15, 2017 at 12:00PM.