



UNIVERSITÀ  
CATTOLICA  
del Sacro Cuore

UNIVERSITÀ CATTOLICA DEL SACRO CUORE  
UCSC INTERNATIONAL  
VIA CARDUCCI 28/30- 20123 MILANO  
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## **Summer Program 2018 University of California Los Angeles - UCLA Extension “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 (MGMNT X 460.961)**

Mondays & Wednesdays, 1pm - 4pm  
August 6 – September 12, 2018  
Instructor: Maria Keller

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 (MGMT X 190)**

Tue & Thu 9am -12pm  
August 7 – September 11, 2018  
Instructors: Steve Keleman and Harriet Cohen

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
9:00 am - 12:00pm		<b>MGMT X 190: Management, Theory, Policy and Process</b>		<b>MGMT X 190: Management, Theory, Policy and Process</b>	
12:00pm- 1:00pm	<b>Lunch</b>	<b>Lunch</b>	<b>Lunch</b>	<b>Lunch</b>	<b>Lunch</b>
1:00pm- 4:00pm	<b>MGMT X 460.961: Global Business Skills: Planning &amp; Negotiating Strategies</b>		<b>MGMT X 460.961: Global Business Skills: Planning &amp; Negotiating Strategies</b>		

- One related company site visit plus one cultural activity will also be provided
- September 3<sup>rd</sup> session to be rescheduled due to Labor Day Holiday
- Final presentations on Thursday, September 13<sup>th</sup>, 2018 at 10a
- Closing ceremony luncheon on Thursday, September 13<sup>th</sup>, 2018 at 12p