

Executive Programmes

Overview 2019



Why you should choose RSM

At RSM Executive Education, we consider management education an instrument of positive change to the world. Using our solid academic roots, we provide people and their organisations with meaning and proficiency to develop themselves in pursuit of their objectives. Our offerings are based on what you need: this might be an in-company, customised version of an existing open programme, or a completely tailor-made programme, co-created with you to provide the solution to your unique challenges.

- » Our Open Programmes offer a dynamic learning environment for professionals looking for new skills and knowledge in various business areas.
- » All of our Open Programmes can also be offered in-company to a group of participants solely from your organisation.
- » Our Customised Programmes offer flexible options for teams and are fully customised to your organisation's needs. Learn more at www.rsm.nl/customised.

RSM's programmes can be delivered at RSM's campus in Rotterdam, or at any location of your choosing worldwide.



High-level education

All of our programmes are research-based and at university level, suitable for middle and upper management unless specified otherwise.



No-nonsense approach

Gain new tools, skills and knowledge that you can use immediately, for real impact.



It's about you

Discuss and explore specific business challenges with teachers, and get personal coaching from our experts.



Renowned faculty members

Gain new knowledge and specialist insights from our world-class academics and experts.



Meet a network of peers

Extend your network, share experiences and become inspired with like-minded professionals from various cultural and industry backgrounds.



Become an RSM alumnus

Join our network of more than 36,000 RSM alumni worldwide when you have successfully completed an executive programme of more than 40 hours.

» General Management RSM Diploma Programme in General Management

The fast track for young professionals who move into the role of a manager or supervisor for the first time. Acquire techniques and competences to run your team smoothly and effectively.

Schedule your own management development track
Length: 10 – 12 days
Fee: € 12,500
www.rsm.nl/dpgm

Advanced Management and Leadership Programme

An intensive modular programme for seasoned professionals to sharpen your critical thinking skills and enable you to enhance your impact as a leader.

Schedule your own management development track
Length: 11 days
Fee: € 11,700
www.rsm.nl/amlp

Collegereeks Bedrijfskunde (Series of Business Masterclasses)

Each series of 10 lectures offers you new insights and knowledge about a specific business area. You can put your new skills into practice immediately.

Start dates: From 11 January
Length: 10 evening sessions
Fee: € 2,750
PE credits: 18
www.rsm.nl/collegereeks



Dates and prices are subject to change. Please check our website for the full and latest information:

www.rsm.nl/open

» Leadership and Personal Effectiveness The Challenge of Leadership

Master the core skills and styles needed to deliver outstanding leadership performance that builds teams and business. High-impact programme for experienced leaders.

Start dates: 19 February, 3 June, 17 September, 5 November
Length: 5 days
Fee: € 5,600
PE credits: 21
www.rsm.nl/cl



Change Management

Train to lead change successfully with the theoretical background and the practical know-how to transparently plan, implement and evaluate complex change processes.

Start dates: 23 April, 14 October
Length: 4 days
Fee: € 4,600
www.rsm.nl/cm

Effective Negotiating Skills

Acquire the practical skills and confidence needed to develop your own negotiation style, and learn how to apply the fundamental concepts of negotiation.

Start dates: 12 February, 21 May, 24 September, 26 November
Length: 3 days
Fee: € 2,450
www.rsm.nl/ns

Essentials of Coaching

Get the coaching skills needed to operate effectively. A highly experiential programme providing you with a coaching toolbox to develop and get the best out of others.

Start date: 11 April
Length: 2 days
Fee: € 1,650
www.rsm.nl/eoc

Essentials of Leadership

Be a successful leader with the latest knowledge and techniques to enhance your personal leadership style and physical intelligence.

Start dates: 6 February, 22 May, 11 September, 27 November
Length: 3 days
Fee: € 2,800
www.rsm.nl/el

Filosofie in het Bedrijfsleven (Philosophy in Business)

Practice and strengthen your critical thinking. In seven sessions, renowned philosophers will bring you in contact with new perspectives on work, your organisation and yourself.

Start date: 23 January
Length: 7 sessions
Fee: € 2,450
www.rsm.nl/fib

International Leadership Programme

Inspiring insights from world-class academics from Nova SBE and RSM. Take the time to reflect and to discover and enhance your personal authentic leadership style.

Start dates: 20 May, 24 June
Length: 10 days
Fee: € 7,900
www.rsm.nl/ilp

Persuasive Leadership

Discover how to master your internal power and political networks. Learn through theatre-based methods the structural, tactical and psychological dimensions of persuasion.

Start dates: 11 March, 3 June, 28 October
Length: 3 days
Fee: € 2,800
www.rsm.nl/pl

The Power of Storytelling

Learn how to attract and engage your customers, colleagues and business partners by finding, creating and sharing your own powerful stories.

Start dates: 8 February, 13 May, 16 September, 9 December
Length: 1 day
Fee: € 825
PE credits: 6
www.rsm.nl/ps



The Power of Presence

Become aware of your non-verbal presentation and learn how to use your strong features to have more impact in your interaction and communication with others.

Start dates: 8 April, 9 September, 16 December
Length: 2 days
Fee: € 1,950
PE credits: 12
www.rsm.nl/pp



Project Management in Practice

Transform complex ideas into a structured and successful plan. Learn the best-practice tools, management models and people skills you need to become a more effective project manager.

Start dates: 20 March, 5 June, 4 September, 6 November
Length: 3 days
Fee: € 2,450
PE credits: 18
www.rsm.nl/ppm



Successful People Management

Learn to deal with your daily leadership challenges. Over three days, RSM's leadership experts will teach you the most effective management, people management and team management skills.

Start dates: See website
Length: 3 days
Fee: € 2,750
www.rsm.nl/spm

Team Leadership

Develop your own practical team leadership strategies and solutions to overcome challenges. Learn frameworks, tools and tips to realise your team's potential.

Start dates: 6 March, 15 May, 25 September, 11 December
Length: 3 days
Fee: € 2,800
www.rsm.nl/tl



» Strategy and Innovation Business Model Innovation

Learn new methods for successfully creating, assessing and implementing business model innovation in your organisation.

Start dates: 11 March, 9 September
Length: 3 days
Fee: € 2,800
www.rsm.nl/bmi

Erasmus Executive Programme in Strategic Management

Understand, generate and implement new management strategies, preparing you for top management responsibilities.

Start date: 26 September
Length: 11 evening sessions
Fee: € 6,400
www.rsm.nl/esm

Foundations of Strategy

Develop a solid understanding of strategy and the analytical and conceptual skills to contribute to the success of your company.

Start dates: 11 March, 12 June
Length: 3 days
Fee: € 2,750
www.rsm.nl/fs

Make Strategy Work

Learn how to successfully turn high-level strategic imperatives and concepts into action for teams and individuals.

Start dates: 28 January, 15 April
Length: 3 days
Fee: € 3,250
www.rsm.nl/msw

New Business Development

Understand new approaches to design, and implement and integrate new business development into your organisation.

Start dates: 7 March, 3 October
Length: 10 evening sessions
Fee: € 5,600
www.rsm.nl/nbd

Strategic Problem Solving

Explore the best-practice methods and tools for solving problems, developed by global top management consulting firms.

Start dates: 1 April, 2 December
Length: 2 days
Fee: € 2,150
www.rsm.nl/sps

» Finance and Accounting Business Valuation Workshops

Ensure your knowledge continuity as business valuator or register valuator by updating your knowledge in several workshops throughout the year.

Start dates: See website
Length: ½ day
Fee: € 395 (excl. VAT)
PE credits: 3
www.rsm.nl/bvw



Diploma Programme in Advanced Business Valuation

Learn and thoroughly understand the valuation tools you need to become an independent business valuator.

Start dates: See website
Length: 2 days
Fee: € 15,000
PE credits: 120
www.rsm.nl/bv



Finance for Senior Managers

Learn the know-how about financial statements, investment decisions and value-based management to give your career a boost.

Start dates: 13 March, 24 June
27 November
Length: 3 days
Fee: € 3,250
www.rsm.nl/fsm

Finance for Non-Financial Managers

Gain essential knowledge of the most widely used financial tools, helping you to understand the financial aspects of your role.

Start dates: 27 June, 3 October
14 November, 12 December
Length: 2 days
Fee: € 2,400
www.rsm.nl/fnf

Strategic Finance

Develop skills in partnering and collaboration with other parts of the organisation to drive better decision-making, and to create value.

Start dates: See website
Length: 8 days
Fee: € 14,000
www.rsm.nl/sfin

Sustainable Finance

Address the why, what and how of sustainable finance, providing you with practical tools for implementing sustainable investing and lending.

Start dates: 17 April, 11 November
Length: 3 days
Fee: € 3,000
www.rsm.nl/sf

» Marketing And Sales Customer-Centric Strategy for B2B Markets

Enhance the customer-centric mindset throughout your whole organisation. Acquire a deep understanding of creating customer value and value renewal in B2B markets.

Start dates: 21 February, 9 September
Length: 3 days
Fee: € 2,800
www.rsm.nl/b2b

Marketing And Value Creation

Acquire a fast, comprehensive understanding of the basic concepts and practices of consumer and business-to-business marketing.

Start dates: 20 March, 9 October
Length: 3 days
Fee: € 2,800
www.rsm.nl/mvc

Neuromarketing

Gain a thorough understanding of neuroscience and learn how to use its insights to improve your marketing decisions.

Start dates: 20 May, 8 October
Length: 2 days
Fee: € 2,800
www.rsm.nl/nm

Rules for Effective Decision-Making

Adjust your organisational decision-making according to newfound insights fuelled by Artificial Intelligence and machine learning.

Start dates: 25 March, 8 May
18 November
Length: 3 days
Fee: € 3,250
www.rsm.nl/edm

Strategic Account Management

Gain the knowledge and practical skills you need to confidently manage long-term strategic relationship with your key clients.

Start dates: 1 April, 11 November
Length: 3 days
Fee: € 2,800
www.rsm.nl/sam

Fees exclude VAT. Private persons and non VAT paying companies may be invoiced without VAT.



» Women In Business Communication with Power and Impact for Women

Understand and master the effects of body language and tone to increase your power and influence through communication.

Start dates: 15 February, 24 May
Length: 1 day
Fee: € 800
www.rsm.nl/cfw

Negotiating for Success: Women, Careers and Business

Learn new tools, techniques and theoretical framework to improve your negotiation skills during this workshop.

Start dates: 14 June, 16 December
Length: 1 day
Fee: € 800
www.rsm.nl/nfw

Women in Leadership

Prepare yourself for your next career step. Learn how to manage yourself, manage relationships, and manage networks.

Start dates: 6 May, 30 September
Length: 2 days
Fee: € 1,550
www.rsm.nl/wl

» "The three intense days of lectures, discussions, knowledge-sharing and reflecting were led by two inspiring tutors. It has expanded my skill set as a manager and entrepreneur, and that was exactly what I was looking for."

Rodolfo Groenewoud van Vliet
Business Director at In4Art

» Technology and Operations Diploma Programme in Customs and Supply Chain Compliance

Learn to better understand EU customs laws, auditing, IT, and logistics and supply chain to improve co-operation and leadership in international trade.

Start dates: See website
Length: 9 days
Fee: € 8,250
www.rsm.nl/cscc

Diploma Programme in Digital Transformation

Turn digital disruption from threat into opportunity in your company. Become a better digital transformation advisor in your organisation by applying new knowledge and skills to your business challenge.

Start dates: 14 June, 16 December
Length: 1 day
Fee: € 11,000
www.rsm.nl/dpdt

Digital Analytics

Learn data management methods, tools and strategies to optimise performance and business intelligence. Build a solid understanding of trends and developments, and learn methods to collect analyse and manage data.

Start dates: 27 February, 15 May, 11 Sept, 20 Nov.
Length: 3 days
Fee: €3,500
PE credits: 18
www.rsm.nl/da



Digital Innovation

Learn the tools needed to manage the enormity of big data through analytics, and explore data management strategies to leverage value-adding opportunities.

Start dates: See website
Length: 3 days
Fee: € 3,450
www.rsm.nl/di

Digital Leadership and Change

Learn which capabilities you need and what culture is required for digital transformation. Gain insights on personal leadership and change management during this experiential programme.

Start dates: See website
Length: 3 days
www.rsm.nl/dl

Digital Strategy

Become a better strategic advisor who can influence, drive, and implement effective digital strategies. Learn to assess the dynamics of the digital landscape and how to take advantage of emerging disruptive technologies.

Start dates: 20 February, 3 June, 30 October, 2 December
Length: 3 days
Fee: € 3,500
www.rsm.nl/ds

From S&OP to IBP

Get the latest insights and best practices in S&OP/IBP implementation, and hands-on experience in S&OP decision-making.

Start dates: 18 March, 28 October
Length: 3 days
Fee: € 2,850
www.rsm.nl/s&op

Leadership Challenges with Big Data And Analytics

Guide yourself and your organisation in your transformation towards a data-driven company. Learn new ways to apply big data technologies in order to design and implement innovative and successful business applications.

Start dates: See website
Length: 8 days
Fee: € 6,950
www.rsm.nl/lcbd

Leading Business Services

Business Services is a growth area for company revenue that also strengthens client relationships. Becoming a true service provider is about finding new business models, implementing new organisational structures and changing the way performance is managed.

Start date: See website
Length: 11 days
www.rsm.nl/lbs

Lean Six Sigma Black Belt Excellence Programme

Complete Lean Six Sigma training complemented with a high-level leadership programme designed by RSM. Explore the essence of effective leadership to make Lean Six Sigma work.

Start date: 4 February
Length: 11 days
Fee: € 9,995
www.rsm.nl/bbep

Operations and Supply Chain Management

Learn to deal with your company's operational challenges and opportunities. Find out how your role and management skills can aid the overall success of an organisation through operations and supply chains.

Start dates: 12 June, 30 October
Length: 3 days
Fee: € 2,800
www.rsm.nl/osm

Strategic Contracting for CapEx Projects

Contracting for engineering and construction projects is a complex process. Gain a structured, research-driven and practical way to divide the scope of work into contract packages that can be marketed to multiple clients.

Start date: 25 March
Length: 2 days
Fee: € 2,500
www.rsm.nl/capex

Alumni from RSM and Erasmus University Rotterdam receive a 10% discount on all of RSM's Open Programmes:



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