

# HIDA The Executive Program on Corporate Management (EPCM)

ハイダ

## For enhancing practical management capabilities

27 July - 7 August 2015 (Two weeks)

at HIDA Tokyo Kenshu Center (TKC) (To be determined)

### Course Objectives

By participating in this program, participants will be able to:

- (1) Learn perspectives to reform/strengthen the structure of a company using the management examples of Japanese companies, and
- (2) Enhance their capabilities as executives through discussions on corporate philosophy and strategy.

### Target Participants

Senior executives (director-level)

### Language

All lectures and visits will be conducted in English or Japanese with translation into English.

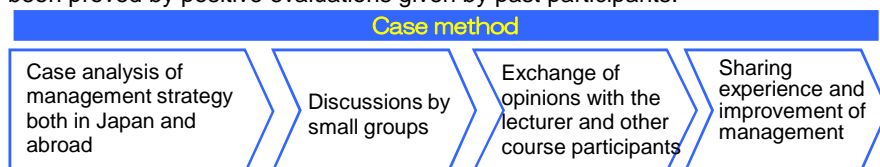
### Course Features: unique cases presented by leading lecturers

\* One of the characteristics of the course is the inclusion of many participative sessions using a unique case method.

Regular lecture sessions + Case method = EPCM

### \*Course Design

Participants will be divided into several groups to analyze and hold discussions on a topic given by the lecturer. The lecturer will introduce case studies on managerial strategies, business development of a company, etc. Then there will be an overall discussion with all course participants and the lecturer. The discussion will offer a great opportunity for participants to exchange their opinions with other members from different countries under the guidance of their lecturer. The effectiveness of this session has been proved by positive evaluations given by past participants.



— Part of the participation expenses will be covered by subsidy from the Japanese government —

### Tentative Schedule

Date	Morning Session	Afternoon Session	
July 27 (Mon.)	Orientation/Opening Ceremony	Lecture: Japanese Management	Guidance for Final Report Presentation
28 (Tue.)	Lecture: Competitive Strategy		
29 (Wed.)	Case Study: Marketing Strategy		
30 (Thu.)	Case Study	Organization and Human Resource Management	
31 (Fri.)	Case Study	Corporate Finance	
1 (Sat.)	Days off		
2 (Sun.)			
3 (Mon.)	Study tour	Case Study: Management Strategy	
4 (Tue.)		Case Study: Corporate Philosophy	
5 (Wed.)		Case Study: Organization and Human Resource Management	
6 (Thu.)	Case Study	Business Ethics	
7 (Fri.)	Lecture: Corporate Management	Final Report Presentation Evaluation of the Program/Closing Ceremony	

Visit [http://www.hidajapan.or.jp/jp/ikusei/management/files/15epcm\\_e.pdf](http://www.hidajapan.or.jp/jp/ikusei/management/files/15epcm_e.pdf) for the Program Outline and Participation Requirements.

**Application Deadline: 22 May 2015 (Fri.)**