

# Executive MBA Summer School



July / August  
**2018**

Archamps, France  
15' from Geneva International Airport

4 Executive Modules from our MBA  
programme specialised in Purchasing &  
Supply Management

02-08 July | **Purchasing Strategy**

09-13 July | **Innovation & Entrepreneurship**

20-24 August | **International Negotiation & Influencing Skills**

27-31 August | **Operations & Supply Chain Management**



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## Prof Bernard Gracia

EIPM Dean & Director  
MBA diploma in Texas  
Major in International and Industrial  
Business

In 1976, Bernard collaborated in the launching of one of the first post-graduate programmes in Purchasing in the world (M.A.I – Master Industrial Purchasing for the Bordeaux Business School). As director of MAI (Master programme in Industrial Purchasing) in Bordeaux in the 80's, Bernard developed an important network of Purchasing Managers and positioned the MAI Diploma as market standard in France. In 1990, he gathered companies such as Aerospatiale, Alcatel, Bull, Nokia, Pechiney, Philips and Renault associated with the European Union to found the European Institute of Purchasing Management (EIPM). As Head of the EIPM, he launched the first MBA programme specialised in Purchasing Management in Europe, in December 1991 and the first European Roundtable for Senior Executives in 1993. Bernard acts mainly in consulting strategy, training engineering for multinational Companies. He also gives courses and develops research activities for Universities & Companies, mainly on Corporate Purchasing Strategy, Purchasing Organisation, Contribution to Value Creation, competences and Excellence Model.

## Purchasing Strategy

02-06 July 2018

- Anticipate and build on emerging Purchasing trends
- Align Procurement Strategy and Organisation with the Company Strategy and Organisation
- Address the challenges associated with the effective management of global Companies
- Develop plans that maximize the value generated by suppliers to the Company
- Lead excellence throughout the Purchasing Organisation and drive improvements along the full Purchasing process
- Effectively manage relationships with internal business partners and strategic suppliers
- Lead efficient category reviews and manage supply performance and risks effectively
- Engage on sustainability matters with all relevant stakeholders
- Coach high potentials and collaborators

Monday | 9.00am to 5.30pm

Tuesday to Thursday | 8.30am to 5.30pm

Friday | 8.30am to 4.00pm



## Prof Dr Hervé Legenvre

EIPM Research Director  
PhD, Paris University  
Engineer (MS) from the University  
of Technology, Compiègne

Hervé blends the best of the Academic and Practitioner Thinking, to create a unique learning experience and engaging articles. He continuously looks at the trends that will shape the Business world in the future. He believes that the competitive edge of Companies will increasingly be co-created with suppliers, as Innovation needs to be seized outside. He builds on his wide knowledge of Invention, Innovation and Business Excellence, to create new tools and practices that help engage everyone on what counts most in a fast changing world.

Hervé worked for Renault Consulting, where he transferred some of the first lean six sigma programs to Europe. He later joined EFQM, where he led the latest major revision of the EFQM Excellence Model and the European Excellence Award. At EIPM, he was responsible for the EIPM Executive MBA since September 2011. Presently, Hervé acts as an assessor for the EIPM Peter KRALJIC Awards and is the Director of the Value Creation Observatory. Hervé is a regular speaker during in-Company and public Conferences, he is also the author of two books and he frequently writes articles and research reports.

## Innovation & Entrepreneurship

### 09-13 July 2018

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The word "Innovation" tends to be overused and misused and sometimes abused, so we will try to think critically about its meaning. New waves of Innovation are shaking and reshaping existing Industries. Over the past 30 years, the level of fragmentation in the Value Chain has increased. As Companies have globalized, they have focused on core competencies and outsourced significant parts of their activities. New waves of creative destruction that encompass digitalization, the Internet of Things and the personalization of offerings are transforming the foundations of Industries. They seep into the interstice of the Value Chains, paving the way to new Industry architectures. We are right in the middle of this broad process of Industry unbundling / re-bundling. We will, in this module, see why Innovation with external partners is essential in such a context and how we can contribute to make it happen. This will take us to a journey where we will wrestle with strange beasts, such as differentiation drivers, user pain points, Business ecosystems, Innovation days and co-Innovation projects. At the end, you will need to be able to tell the right Innovation story to sell it.

Then, we will challenge our own mind-set, by exploring how we can borrow practices from Startups in our own work. When speed is more important than power, this might become a good way forward. It is challenging, but it can be rewarding.

In the end, you will be challenged to apply all that you've learned during the week to a single case! This is the price to see everything coming together!

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Friday | 8.30am to 4.00pm





## Prof François Dousset

Dramatic Art  
Post-graduated in Human Sciences  
Economy and Management (HEC)

François works as a Consultant and Professor for Supply Management. He is specialised in Purchasing Techniques and methodology, with particular interest in market analysis, strategic positioning, cost and Value Management. In addition, he trains and coaches teams to Negotiation, Leadership and to Organisation and Change Management. Part of his teaching and consulting activities is focused on the training programs EIPM is running worldwide. The list of Clients he has been working with varies from Oil and Gas Industries to Chemicals, Pharmaceutical, Telecommunication industry, Electrics, and it includes Bull, Ministry of Health in France and in Brazil, Siemens PGI, Vodafone, Legrand, NSN, Nokia, Friesland Food, Bayer, Michelin PSA, SABIC, Safran, Bombardier, Schlumberger, Saint-Gobain, and many others.

## International Negotiation & Influencing Skills

### 20-24 August 2018

This module covers the topics of Negotiation preparation & conduct and the necessary soft skills, to be able to become a Leader of the Purchasing function. The goal of this module is to enable students to be more conscious of the impact of behaviours on the success of an initiative and to define the behavioural clues that an expert negotiator may leverage. The goal is also to identify what are the levers to get more influence in an Organisation.

- Understand the values contained in negotiation exchanges;
- Determine the flexibility of their position, within the limits they will learn to define;
- Determine how to exchange Values between parties;
- Relate the negotiation frame to procurement's strategy and positioning in suppliers' markets;
- Balance the power and the risks between the parties involved and determine tactics;
- Be able to adapt tactics, to avoid behavioural deadlocks;
- Relate tactics to our spontaneous behaviour and identify some good or bad reflexes in each personality;
- Identify the various ways to be a leader, in order to build one's individuality and exercise these ways;
- Understand culture and identify cultural gaps;
- Prepare an Organisation or a relationship to change.

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Friday | 8.30am to 4.00pm



## Prof Manish Shanbhag

HEC School of Management, Paris  
Bachelor of Engineering, Rashtriya  
Vidyalaya College of Engineering

Manish has several years of experience in defining and managing Sourcing and Performance methodologies, tools and key initiatives.

Within Alstom, he pioneered the organization and execution of online auctions for various commodities, designed and deployed worldwide eSourcing tools and implemented KPIs to monitor their deployment and compliance. For the past years, Manish has been an EIPM Faculty member and EIPM India Director. He is also Founder and MD of "Pankh", a social enterprise that develops skills in women in rural / semi-urban India.

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## Operations & Supply Chain Management

27-31 August 2018

Understand an integrated Supply Chain  
Understand supply chain optimization techniques  
Understand basics of Inventory management and its impact on Supply Chain management  
Redesign existing supply chains to use fewer assets (inventory and capacity) for a given level of customer performance  
Recommend when a supply chain network must be redesigned rather than improve the performance of one or more of the nodes  
Quantitatively judge whether to outsource a supply chain node or not  
Analytically determine the supply chain cost consequences of changing product modularity or variety  
Design robust supply chains (supply chains that have lower costs resulting from supply chain risk and uncertainty) and estimate cost differences analytically  
Determine when to use collaborative or combative procurement methods  
Learn basics of Lean Supply Chain  
Understand some new trends IoT, 4PL, Artificial Intelligence and their impact on Supply Chains



## HOW TO GET HERE TO EIPM



## TRANSPORT

The nearest International Airport is Geneva, only 15' by car from our offices.

### BY TAXI

EIPM has negotiated special rates for our clients with the following Taxi Company.

ACCORD TAXI / Tel: +33 (0)6 08 23 40 00 / Email: accord.taxi74@orange.fr

Reservations preferably by email to Jimmy from the Company ACCORD TAXI, mentioning the dates of your arrival / departure, flight number and landing / taking off schedule. You will receive a confirmation email and a taxi driver will be waiting you at the Airport with an EIPM sign and your name on it.

### BY HIGH SPEED TRAIN (TGV)

Geneva Railway station is at about 30' away. There is no direct transport from Geneva train station to Archamps. Don't forget to book a taxi and arrange for pick-up, if you're arriving at Geneva Railway station!

### BY CAR

From Geneva Airport 15'

From the airport take the Swiss exit (not the French one) then take the motorway towards France. After the border, follow Archamps/Annemasse. First exit: Archamps Technopole.

### 2018 RATES ACCORD TAXI

Day rates to/from Geneva Airport - EIPM: 42€\*

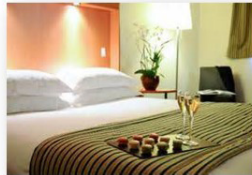
Night and weekend rates (from 7pm to 8am): 52€\*

\*EIPM negotiated fix rates

## ACCOMMODATION

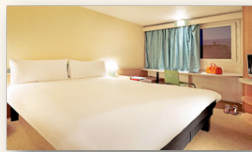
Meals and accommodation are not included. Our students benefit from special negotiated rates with Best Western Hotel. You only need to mention you are coming for EIPM courses, when you book your accommodation.

BEST WESTERN Hotel Porte Sud de Geneve  
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E-mail: [reservation@bestwesterngeneve.com](mailto:reservation@bestwesterngeneve.com)  
Web: [www.bestwesternportesudgeneve.com](http://www.bestwesternportesudgeneve.com)



2018 RATES BEST WESTERN Hotel (EIPM negotiated fix rate)  
Single room: 104 € / room / night, breakfast: included

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Archamps Technopole  
74160 ARCHAMPS  
Tel : +33 (0)4 50 95 38 18  
E-mail: [h1178@accor.com](mailto:h1178@accor.com)  
Web: <http://www.ibishotel.com/ibis/index.html>



Single Room: from 75€ / room / night breakfast: not included  
Prices may be different, according to dates





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