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# Executive *MBA*


International Management and Leadership Programme in Lund

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*The world needs business  
leaders with a better  
understanding of how to  
solve tomorrow's problems*

An Executive MBA at EFL in partnership with the Lund University School of Economics and Management will give you a powerful competence boost focusing on strategic management, business development and innovation.

The programme will assist you in better understanding, explaining and taking command of the challenges you and your company faces. It is

an opportunity to attain deeper knowledge of finan-

## A real Executive MBA

**New challenges require new solutions.  
New times require a new Executive MBA!**

cial analysis and business financing for qualified decision-making, as well as an opportunity for personal development within the areas of business analysis and strategic leadership. A programme with an immediate impact on you and your company!

### **An intensive part-time programme over 18 months**

Our Executive MBA is an intensive part-time programme that takes place over 18 months, meeting in a stimulating environment three consecutive days each month (residential sessions).

The design promotes networking and an exchange of experiences in an exclusive group of high performers with extensive management experience.

We are looking for participants from a variety of backgrounds and from a diverse range of business sectors to create a particular dynamic and provide a wide range of experiences.

We use the challenges you and your company are currently facing as a basis for our discussions, providing immediate benefits for you and your company!





# Philosophy

## No, Executive MBA's are not all alike ...

After having completed 14 successful Executive MBA programmes, we are ready for the challenge to take the learning experience to the next level! We offer a new learning philosophy, programme design and structure that can, in a reliable and effective manner, address the challenges the leaders of today and tomorrow will face.

### A brand new pedagogic method

Our new Executive MBA programme uses a brand new pedagogic method and a new approach to teaching. Forget about traditional lectures by "experts" showing endless series of PowerPoint slides. We do not define the most relevant business challenges - you do! But we are ready with a coherent, closely-knit team of leading educators. Together we are ready to accept the challenge. We are well aware that our learning philosophy

places high demands on both the participant and the teams of educators - but together we can achieve fantastic results!

### Fast-paced and efficient

We are aware of the workload managers of today face. Therefore, the work will be fast-paced and efficient when we meet. We do not waste precious contact time on preparatory lectures and other preparations. Our intention is to allow you to do this when your schedule allows. Our ambition is to deliver a programme that offers high-quality development that can be combined with the demands of a balanced life. It is our aim to create sustainable leaders!



*We do not define the most relevant business challenges – you do!*



*The programme will provide a network for life.*

- 1 Micro-bachelor** - Create a big-picture understanding of business and management.
- 2 Business Fundamentals** - Create individual and organizational impact.
- 3 Business Solutions** - elective courses. Put the focus on your areas of business success.
- 4 International Business Project** - put your knowledge to work and create a starting point for the future.

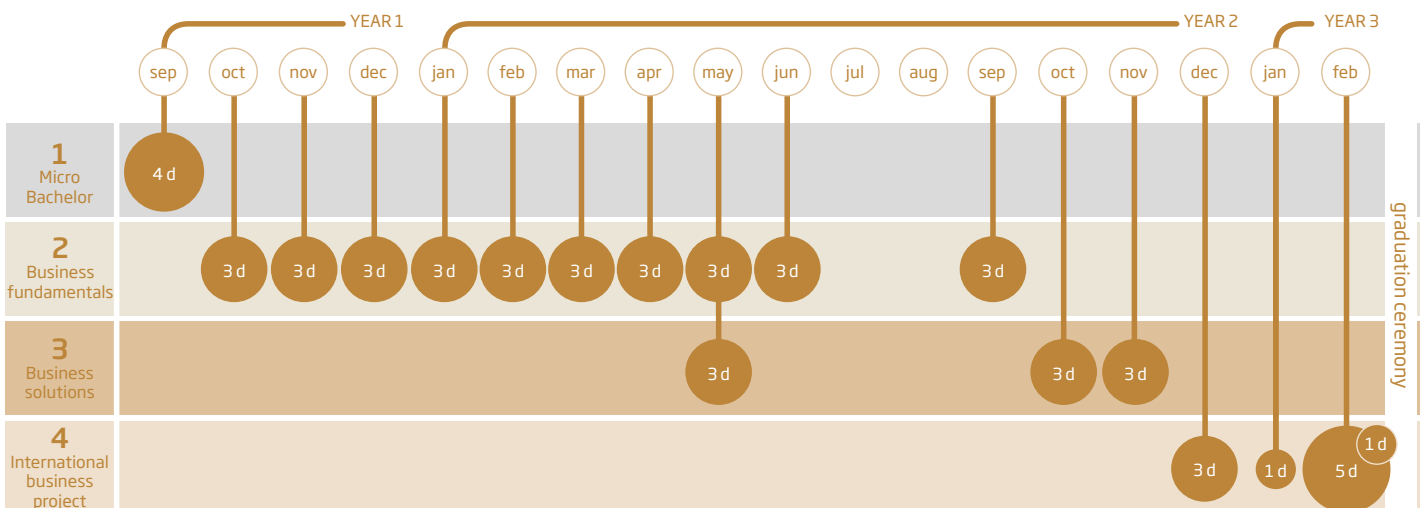


## Designed to meet your, and your company's, challenges

### Design

The programme has its foundation in reality-based learning, where we constantly build on the challenges you and your company are facing today and will encounter in the future. The programme consists of four blocks, which are integrated by

some common elements: our learning philosophy, a closely-knit team of educators, and a variety of assignments integrating the various aspects of business. In addition, the programme is "spiced up" by an international profile, including a field trip to Africa.



## Micro-bachelor

Create a big-picture understanding of business and management.

Four days (*residential session*) where we take a first look on some key theories, concepts and models in management. The Micro-bachelor introduces our learning philosophy and creates a holistic overview of management, while strengthening the group's dynamic development and contributing to a strong learning environment. The four days are built around a business simulation game and contributions from lecturers from several parts of the Business Fundamentals.

## Business Fundamentals

Create individual and organizational impact.

Business Fundamentals consists of 10 basic courses within the fields of Organization and Leadership, Business Environment, Strategy and Marketing, and Financial Value Creation. Team and individual assignments, our learning philosophy, a closely-knit team of teachers and a programme manager hold the various courses together and make sure that your new competence is put to use. Each basic course is organised as a 3-day residential period once a month.

## Business Solutions - elective courses

Put the focus on your areas of business success.

Business Solutions consists of a menu of electives and open courses, where you choose three courses, each of which is conducted during three days. These courses all have their focus on a clear, predefined business problem and are designed to find relevant practical problem solving based on a variety of integrated perspectives. Throughout, we work by the motto *"Why start with a Harvard case when we can start with your reality?"* Some examples of courses include "Competing with Business Analytics", "Corporate Brand Management", "Creating the attentive company", "Making

mergers work" and "Recruiting, leading and developing Generation Y".

## International Business Project

Put your knowledge to work and create a starting point for the future.

The last block consists of an international business project. This is a training session for the advanced application of the programme's theories and models, as well as an assessment of the participants' acquired competencies. Experienced teachers and consultants provide expert team facilitation. The project includes a one week international experience, and in addition five contact days are set aside specifically for facilitated teamwork.

## Africa - a continent in ascendency

We see an opportunity to be involved from the beginning - therefore we have chosen an Africa-profile in our Executive MBA.

Africa is an exciting continent with remarkable potentials for economic development and "the train is about to leave the station." The Africa-profile provides endless opportunities for learning. We will be able to study the dynamics of political and economic development, we will have an opportunity to explore the early stage of international business development, and we can make the links to important issues such as sustainability, globalization, business ethics, corporate social responsibility, growth and new business models. China is old news, Africa is new!

EFL has well-established contacts in Africa developed over a long period of time, and Lund University has several valuable cooperative projects with African universities, which we will benefit from during the programme. Additionally there are a number of experts within Lund University who have unique knowledge about the African continent and large network of contacts in the field.



*Why start with a Harvard case when we can start with your reality?*

## Benefits

### We build leaders for strategic management

The programme provides you and your sponsoring company hands on benefits right from the very beginning. The reality of your company is integrated into the programme and you will be working explicitly and

actively engaging in executive decision-making and gain personal strategic impact within your company.

Your company gets a leader who acts as a catalyst in the ongoing business development. Additionally, the companies are offered the opportunity to submit all sorts of relevant tasks to be addressed in the programme. The programme will provide a network for life, and a business network for you and your company.

under facilitation with assignments connected to strategic challenges.

The programme means that you, a key figure in your company, receive academically based knowledge and develop the skills to apply this knowledge in real life. On a personal level, you will rapidly develop a more analytical, professional and managerial attitude. You will feel comfortable





## Quotes

As we all know, the 'Asian-tigers' have been a success-story. The next success-story will be the 'African-lions'. From a business-strategic standpoint it is important to early take advantage of this opportunity. In five, ten or fifteen years others have already been there on location, investing and picking the low-hanging fruits. With this scenario waiting around the corner, it would be unwise not to focus on the opportunities in Africa in an Executive MBA.

KLAS EKLUND

Senior Economist SEB and Adjunct  
Professor of Economics at Lund University

The economic historic perspective can be a valuable tool for business-analysis. By looking at history we can find patterns and get a better understanding of what is happening around us right now, but maybe more importantly give us a clue of what is to come in the years or decades to come. An Executive MBA at EFL in partnership with the Lund University School of Economics and Management will broaden your base for making good decisions and can therefore be one of the best investments you make.

LENNART SCHÖN

Professor, Department of Economic History  
at Lund University

The strong network you build with the other participants in the Executive MBA is hard to match any-where else. The design with three-day residential session is perfect for building strong relationships, experience-sharing and in a great learning environment take on your business-challenges. My advise to someone considering an Executive MBA at EFL in partnership with the Lund University School of Economics and Management is to take the opportunity. You will not regret it!

RAY MAURITSSON  
CEO Axis Communications



## Our team

### A closely-knit and experienced team

The programme is run by a closely-knit team that has been working together for many years, hence making sure that all the various perspectives on running a business is connected in a comprehensive and holistic way. We strongly believe that the true value of an Executive MBA lies in the ability to bring the pieces together - not in the pieces themselves.

Our unique team means we can be flexible and can move across disciplinary boundaries during the programme. This creates a compre-

hensive understanding of business that provides a rigor throughout the entire programme.

In our programme, you will meet some of the most experienced business educators. We strengthen our team with additional expertise, such as international lecturers from other universities and interesting people from the business world and public sector.



### Stein Kleppestø

DIRECTOR ACADEMIC AFFAIRS

Stein has many years of experience as Programme Director for Executive MBAs. He has a background as teacher, researcher and consultant within the fields of strategy, organization and leadership. Stein has a wide range of experience of strategy - and business development projects.



**EFL**

EXECUTIVE FOUNDATION LUND

Lund University School of Economics and Management



## EFL - Executive Foundation Lund

**Our Executive MBA is delivered in partnership with the Lund University School of Economics and Management.**

EFL is a foundation providing executive education in cooperation with the Lund University School of Economics and Management. EFL represents the best of two worlds, combining academia with the business world. We have more than 40 years of experience in developing and implementing educational training programmes for individuals and companies in the fields of finance, leadership, marketing, corporate governance, law, and business acumen.

### **Lund University - one of the top hundred universities in the world**

Lund University has, for many years, been ranked as one of the top hundred universities in the world. Its 47,000 students and 6,800 employees from all over the world are active primarily in Lund, Malmö and Helsingborg. Lund University cooperates and collaborates with top universities around the world via international networks, cooperation programmes and platforms, both in terms of research and education. In total, Lund University has cooperative relationships with 680 partner universities in more than 50 countries.

### **The Lund University School of Economics and Management - more than a business school**

The Lund University School of Economics and Management is one of eight faculties within Lund University. It conducts research and education in economic history, business administration, commercial law, informatics, economics (macroeconomics and microeconomics), statistics and research policy. Over 4,000 students are enrolled and 300 researchers, teachers and

other staff are working at the School of Economics and Management in Lund. The institution also offers a number of international Magister and Master's degree programmes, with students from all over the world.

### **Lund - a center for innovative research and industry**

Lund has a long tradition of research and entrepreneurship with both leading international and newly established companies. Several research and development companies have been developed over the years, in joint collaboration with Lund University and the Ideon Science Park. Among the most important companies in Lund, Tetra Pak, ST-Ericsson, Sony Mobile, Alfa Laval, Gambro and Axis can be mentioned. In addition, two of the world's leading materials research facilities are currently being built in Lund: the MAX IV Laboratory, which will become the leading synchrotron light facility in the world, and the European Spallation Source research facility (ESS).





# Application for admission

**We accept applications on a rolling basis, and then process them on a first-come-first-serve basis. The last date to submit applications is May 31.**

In the acceptance process, what you and your company can contribute to the group is valued above all. We consider experience, education and position within the company, as well as entrepreneurship and self-initiative. We attach great importance to the composition of the group, in order to establish the best conditions for the exchange of experience and learning. In addition, we strive for a balanced proportion of men and women, as well

as an interesting diversity of experiences, industries and companies. The application form can be downloaded on [www.executivemba.se](http://www.executivemba.se). After filling it out, please sign it and have it signed by your sponsoring company.

**Send your application to:**  
EFL, Lund University School of Economics and Management  
PO Box 794  
SE-220 07 Lund, Sweden

## General facts

<b>Start date</b>	September.
<b>Course duration</b>	18 months ( <i>one residential period of three days each month</i> ).
<b>Program fees</b>	SEK 325,000 ( <i>exclusive of VAT</i> ). SEK 310,000 for EFL's member companies ( <i>exclusive of VAT</i> ). The fees include the costs for textbooks and other course materials. The costs for the residential periods and for travel are not included. The tuition fee is divided into two installments. Payment plans are available. Please contact us for more information.  If you submit your application before February 20:th you will receive an early bird special discount. ( <i>Please visit <a href="http://www.executivemba.se">www.executivemba.se</a> for more information</i> ).
<b>Application deadline</b>	May 31.

## Contact



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