

Executive Development Programme







Contents

Executive Courses from Royal Holloway, University of London	4
International Entrepreneurship	5
Multinational Enterprise and the Global Economy	6
Corporate Social Responsibility	7
Global Financial Markets	8
International Business Analysis	9
International HRM and Organisational Behaviour	10
International Marketing	11
International Strategy	12
Corporate Finance	13
International Sustainability Management	14

Executive Courses from Royal Holloway, University of London

EDCL offers a suite of executive courses, selected from Royal Holloway, University of London's MSc in International Business, under Agreements with the University of London External System and Royal Holloway, University of London.

These courses are of high academic rigour, and are taught face to face at St. Patrick's International College London as well as at other selected institutions overseas by qualified professionals with industry experience.

Successful candidates are awarded a Certificate of Achievement by the University of London and jointly by Royal Holloway, EDCL and St. Patrick's International College. Courses are tailor-made for students - irrespective of what stream of study they are currently undertaking - and managers within corporate and public sector organisations. Successful completion of any one or more of these courses will give candidates a clear advantage in the level of employability or added capacities to enhance their management and entrepreneurial careers.

EDCL

Based in the heart of central London, the Entrepreneurship Development Centre London (EDCL), operates as a global centre of excellence providing entrepreneurship education, training and consulting. The Centre is founded on the fundamental principle that education in developing countries must focus on development needs and that entrepreneurial human capital development will remain a critical driver in a nation's economic and social growth.

EDCL cuts across all disciplines and offers students, executives and entrepreneurs everywhere a clear and defined opportunity to study and practice entrepreneurship, to support entrepreneurial projects and ventures within organisations or undertake new ventures on their own. The Centre's mission is to act as a significant global catalyst in creating a critical awareness of entrepreneurship and its values, to provide quality education, training and consulting as well as to contribute to the process of developing solutions to eradicating poverty and increasing the wealth of people in emerging nations.

St Patrick's International College

Founded in 1803 as St. Patrick's School, St Patrick's International College has evolved over the last two hundred years to its current status. Located in the heart of London and within easy reach of the most important centres of cultural interest and social activity, the College provides high quality education in a caring and friendly environment. It has all the facilities you need for an effective and enjoyable learning experience, which contributes to the success of its students. St. Patrick's has impressive collaborative partnerships with various universities and institutions and all courses lead to recognised academic and vocational qualifications.

On an ongoing basis, St. Patrick's reviews and modifies its courses to ensure that they reflect emerging trends and tomorrow's needs and the newly established EDCL is a testament to this.

Royal Holloway, University of London

The University of London is one of the leading universities in Europe. Its world-class federation of 19 Colleges provides an unrivalled range of education opportunities of outstanding breadth and quality. In 1858 with the establishment of its External System, the University broke new ground by opening up its awards to students across the globe and today it has more than 43000 students worldwide studying over 100 degree, diploma and certificate courses.

Royal Holloway, University of London enjoys an international reputation for the highest quality teaching and research across the sciences, arts and humanities. Since Queen Victoria presided over its grand opening ceremony in 1886, the College has continued to grow in size and status, building on the excellence of its scholarship.

Royal Holloway's School of Management is in the top 20 UK Business Schools and ranked 5th in London (2008 Research Assessment Exercise) and has developed these Executive Short Courses based largely on its extensive experience of running business and management development courses for leading international companies.



International Entrepreneurship

Explore the opportunities and challenges inherent in starting your own business

- Get an intellectual & practical background to equip you with the skills and knowledge to set up your own international company
- Understand the key differences between large companies and SMEs
- Understand the financing options available to start up and develop companies
- Learn how to adapt to changing business environments
- Know what challenges to expect as your business grows

The course

- explains the entrepreneurship process
- points out the differences between Large Companies and SMEs
- explains the financing options available to start and develop companies
- examines the role of start-up and entrepreneurial activity in the High-tech and Bio-pharma sectors
- explains the start-up process for new companies
- provides practical guidance in the creation of business plans, fundraising for new ventures and access to mentoring and support networks
- describes the challenges in growing businesses

Key points

- Flexible entry requirements, start dates and modes of study
- Successful candidates are awarded a Certificate of Achievement from the University of London and jointly by Royal Holloway, EDCL and St Patrick's International College
- Course content was developed by the School of Management at Royal Holloway with 20 to 30 hours face-to-face lectures offered by qualified professionals with industry experience
- Tailored and delivered to suit your needs
- This course will provide you with a clear advantage in the employment market





Multinational Enterprise and the Global Economy

See why MNEs are the key agents of integration across the international economy and what the effects of globalisation for the organisation and operation of multinational firms are

- Get an overview of the development, current position and role of Multinational Enterprises (MNEs) as key agents on the international economic stage
- Examine the growth and development of MNEs, the emergence of a 'global' economy, trends in Foreign Direct Investment and more strategic issues such as the foreign market entry decision, cooperative structures and strategies and ethical concerns
- Study MNEs as key agents of integration across the international economy
- Study the implications of 'globalisation' for the organisation and operation of multinational firms

The course

- examines the relationship between international business and the world economy
- gives you some insight into the characteristics and organisational resources of multinational enterprises
- analyses the causes of foreign direct investment
- explores the difficulties of managerial decision-making in an international context
- identifies trends in economic internationalisation and regional integration
- critically assesses debates on the role of large multinationals in the world economy
- discusses a range of strategic choices made by multinationals and their organisational and operational outcomes

Key points

- Flexible entry requirements, start dates and modes of study
- Successful candidates are awarded a Certificate of Achievement from the University of London and jointly by Royal Holloway, EDCL and St Patrick's International College
- Course content was developed by the School of Management at Royal Holloway with 20 to 30 hours face-to-face lectures offered by qualified professionals with industry experience
- Tailored and delivered to suit your needs
- This course will provide you with a clear advantage in the employment market

Corporate Social Responsibility

Develop your own strategy for increasing turnover, attracting staff, increasing loyalty and giving something back to the community



- Get in-depth knowledge of CSR issues in the business world
- Gain insight into the real-world tensions and trade-offs involved in adopting CSR in a competitive economy
- Understand the role of government in providing a facilitating framework for CSR
- Grasp the difficulties involved in implementing CSR and the culture change necessary to achieve a successful strategy

The course

- describes the attractions of CSR for business
- looks at the ethical dimensions of business activity
- examines the future potential of CSR
- evaluates the size and scope of CSR
- investigates the problems which multinational companies encounter when trying to apply ethical ideas
- critically evaluates the role of consumers in driving CSR
- describes the impact on businesses when operating within a web of stakeholders
- explains how companies can become 'good citizens'

Key points

- Flexible entry requirements, start dates and modes of study
- Successful candidates are awarded a Certificate of Achievement from the University of London and jointly by Royal Holloway, EDCL and St Patrick's International College
- Course content was developed by the School of Management at Royal Holloway with 20 to 30 hours face-to-face lectures offered by qualified professionals with industry experience
- Tailored and delivered to suit your needs
- This course will provide you with a clear advantage in the employment market



Global Financial Markets

How do markets function? How do the different financial instruments work?
What tasks do financial service providers perform?

- Learn what global financial markets are and why they exist
- Discover the benefits and constraints of international investment
- Understand foreign exchange rates and how they are established
- Learn something about financial instruments
- Learn about the infrastructure that is used in global financial markets
- Discover the key “players” in global financial markets?

The course

- provides you with a good understanding of global financial markets and their components
- describes in detail the main instruments traded in global financial markets
- explains the market infrastructure, practices and players which enable global financial markets to function
- identifies some of the key issues that global financial markets currently face
- identifies the key players and activities in global financial markets and explains their importance
- describes the factors that influence global financial markets most

Key points

- Flexible entry requirements, start dates and modes of study
- Successful candidates are awarded a Certificate of Achievement from the University of London and jointly by Royal Holloway, EDCL and St Patrick’s International College
- Course content was developed by the School of Management at Royal Holloway with 20 to 30 hours face-to-face lectures offered by qualified professionals with industry experience
- Tailored and delivered to suit your needs
- This course will provide you with a clear advantage in the employment market

International Business Analysis

Modern organizations are increasingly turning to business analysts in search of better ways of doing business



- Discover relevant management/strategy literature
- Learn about important debates in political economy, which will help you understand the changing structural context around firms and industry
- Learn how market, financial and productive analysis can be used to develop empirically based stories about strategies and their outcomes
- Learn the different business analysis tools and see how it works in the context of real-world business challenges.

The course

- describes the purpose of the value added accounting framework model in measuring corporate financial performance
- points out the importance of managing cash flow for shareholder value
- develops a framework of analysis that links sales growth to the financial operating performance of a business
- reviews how companies go about achieving shareholder value targets
- measures and interprets company performance in the context of strategic change
- examines the importance of innovation in sustaining competitive advantage and creating shareholder value
- examines the positive impact that brands can have on company performance
- studies the motivation for mergers and acquisitions

Key points

- Flexible entry requirements, start dates and modes of study
- Successful candidates are awarded a Certificate of Achievement from the University of London and jointly by Royal Holloway, EDCL and St Patrick's International College
- Course content was developed by the School of Management at Royal Holloway with 20 to 30 hours face-to-face lectures offered by qualified professionals with industry experience
- Tailored and delivered to suit your needs
- This course will provide you with a clear advantage in the employment market



International HRM and Organisational Behaviour

Understand the functions of human resource management within a global context and with reference to organisational behaviour, leadership and change

- Get a comprehensive account of the nature of work within the modern corporation
- Examine the key dimensions of managing people at work, namely: selecting and recruiting staff from external and internal labour markets, rewarding and motivating them, fitting them into an organisational structure and culture, and seeing how they cope with organisational change, much of it driven by the internationalisation of business in the modern world

The course

- outlines the comparative approach to HRM
- examines the evolution of the concept of HRM from Personnel Management
- examines the operation of HRM in different country contexts
- explains the resource-based theory of the firm
- examines theories of HRM within the International Firm
- examines the functions of management and explore the nature of managerial knowledge
- examines some of the differences between management and leadership
- distinguishes between different types of leadership and the relations between leaders and followers
- examines the strengths and weaknesses of groups and teams, along with the role of leadership in them

Key points

- Flexible entry requirements, start dates and modes of study
- Successful candidates are awarded a Certificate of Achievement from the University of London and jointly by Royal Holloway, EDCL and St Patrick's International College
- Course content was developed by the School of Management at Royal Holloway with 20 to 30 hours face-to-face lectures offered by qualified professionals with industry experience
- Tailored and delivered to suit your needs
- This course will provide you with a clear advantage in the employment market

International Marketing

Succeed in the marketing world and get a major advantage over your competitors in diverse sectors

- Understand managerial marketing concepts, maxims and normative models within an international context in differing domains of practice, including the public sector.
- Engage in critical reflection to study the evolution, production and communication of marketing thought itself
- Learn about popular normative marketing concepts such as the Mix and STP through application in practical case scenarios

The course

- describes how awareness of global developments apply to marketing
- shows that marketing decisions are influenced by external factors such as political, social, technological and global economic trends
- explains the influence of global developments on international marketing and business
- outlines the segmentation process as a means of identifying the global consumer
- describes the marketing mix
- demonstrates the importance of customer satisfaction through a customer oriented organisation

Key points

- Flexible entry requirements, start dates and modes of study
- Successful candidates are awarded a Certificate of Achievement from the University of London and jointly by Royal Holloway, EDCL and St Patrick's International College
- Course content was developed by the School of Management at Royal Holloway with 20 to 30 hours face-to-face lectures offered by qualified professionals with industry experience
- Tailored and delivered to suit your needs
- This course will provide you with a clear advantage in the employment market





International Strategy

In a competitive world you need to strategise to succeed

- Understand how corporate and business strategy fits into the organisation and running of a company or multi-company corporation
- Learn how to achieve sustainable competitive advantage and develop corporations internationally
- Evaluate the factors that need to be considered in analysing a firm's external environment as well as the internal core competences of a firm
- Learn how to formulate strategy for a firm and understand the nature of corporate and international strategy

The course

- explores the importance of strategic management in achieving sustainable competitive advantage
- explores the process by which corporations select a sustainable portfolio of businesses
- explains the competitive advantage of co-operative strategies
- introduces the concept of organisational learning
- examines cultural diversity and assess its implication for strategic management
- explores the concept of strategic change

Key points

- Flexible entry requirements, start dates and modes of study
- Successful candidates are awarded a Certificate of Achievement from the University of London and jointly by Royal Holloway, EDCL and St Patrick's International College
- Course content was developed by the School of Management at Royal Holloway with 20 to 30 hours face-to-face lectures offered by qualified professionals with industry experience
- Tailored and delivered to suit your needs
- This course will provide you with a clear advantage in the employment market

Corporate Finance

Learn from finance professionals how to address practical problems in corporate financial management

- Get an overview of corporate finance in both a domestic and an international setting
- Develop an understanding of international capital markets and learn to identify the main trends in mergers and acquisition activity
- Apply the main principles of financial theory to contemporary commercial problems and understand the problems of investment appraisal
- Evaluate the consequences of a proposed merger and analyse the current state of financial markets

The course

- explores the role of the financial manager
- demonstrates various practical applications of investment appraisal techniques
- distinguishes between investments, projects and the investment decision-making process
- provides you with an understanding of risk, return and risk preferences
- explains the main forms of equity and debt finance
- explains the types of dividend and payment procedures which form part of a company's dividend policy
- explores the importance of mergers and acquisitions as a growth strategy

Key points

- Flexible entry requirements, start dates and modes of study
- Successful candidates are awarded a Certificate of Achievement from the University of London and jointly by Royal Holloway, EDCL and St Patrick's International College
- Course content was developed by the School of Management at Royal Holloway with 20 to 30 hours face-to-face lectures offered by qualified professionals with industry experience
- Tailored and delivered to suit your needs
- This course will provide you with a clear advantage in the employment market



International Sustainability Management

Understand connectivities beyond the borders of just one discipline and develop the skills to become a CSR expert



- Understand how CSR fits into a programme of sustainable development for an organisation
- Study the tensions and trade-offs involved in the adoption of CSR by a firm in a competitive economy
- Understand the role of government in providing a framework for sustainability management
- Learn, that by giving due consideration to all stakeholders, a business can minimise risks

The course

- develops a foundation for business ethics
- applies the main perspectives in ethical theory as they relate to business
- describes factors that may influence ethical decisions and develops tools for their management
- examines ethical issues surrounding each group of stakeholders in a firm
- explains the expanded role of corporate citizenship as it relates to each group of stakeholders in a firm
- addresses the demand for sustainability in business operations
- investigates climate change and its effects on business operations

Key points

- Flexible entry requirements, start dates and modes of study
- Successful candidates are awarded a Certificate of Achievement from the University of London and jointly by Royal Holloway, EDCL and St Patrick's International College
- Course content was developed by the School of Management at Royal Holloway with 20 to 30 hours face-to-face lectures offered by qualified professionals with industry experience
- Tailored and delivered to suit your needs
- This course will provide you with a clear advantage in the employment market

EDCL Global Outreach Programme

EDCL strategy for growth is founded on its fundamental philosophy that accelerated development of emerging economies can only be achieved through energizing people's capacities to plan their own development. Providing critical support through education, training and business finance therefore becomes a core activity of national development strategies. EDCL's mandate is to assist emerging nations achieve a higher level of entrepreneurial activity and develop their human capital resources to the fullest. Toward this goal, EDCL seeks collaboration with governments and private sector agencies in developing countries in ensuring that EDCL programmes and services are made available to a larger clientele in a number of countries. EDCL has total capacity to establish EDCL collaborative centres in developing countries and project-manage the delivery of all services.

For further information, please visit our website or contact us at:

EDCL

24 Great Chapel Street

London, W1F 8FS

United Kingdom

Tel: +44 (0) 20 7287 6664

Fax: +44 (0) 20 7287 6282

Email: registrar@st-patricks.ac.uk

www.st-patricks.ac.uk/edcl

Executive Development Programme

Redefining the frontiers of entrepreneurship



Guy de Fontgalland
Director EDCL

Guy de Fontgalland directs EDCL's European and global operations. He is an investment banker and development strategist who has worked internationally for over 30 years and has held senior executive positions in Europe, Asia and Australia. He has worked with the World Bank group in the South Pacific, as Industrial Policy Specialist and as Senior Advisor, Policy and Development with the United Nations Development Program in Bangladesh and in Afghanistan respectively. Guy also acts as International Advisor to the Entrepreneurship Development Institute

of India, as Executive Committee member of the South Asian Forum for Entrepreneurship Education and Research and is networked with major international institutes exploring the frontiers of entrepreneurship research, education and training.

Guy holds a Master of Public Administration degree from Harvard University (1982), USA as well as a Certificate in Public Policy and Planning from Harvard Institute for International Development.

EDCL Consulting and Project Management

EDCL provides cutting edge consulting and project management services through its in-house and globally networked resources, to both the private and the public sector in specific areas of business planning, establishment of industrial clusters and parks, nodal agencies for business incubation and training, micro finance and the overall planning and development of small and medium enterprises. EDCL's consulting and project management services are mainly targeted at emerging economies with a clear focus on private sector capacity building. EDCL works closely with the international donor community, governments and corporations with corporate social responsibility budgets in order to provide entrepreneurship education to a wider target market in developing countries.

