



# General Management Programme; Mastering the Language and Practice of Management

Delivered by:



## Programme Summary

This two-week programme provides an understanding of the concepts and fundamental principles in key management disciplines, and how to apply them to improve decision-making within your organisation. You will learn from faculty who teach on the MBA programme at Cambridge.

The programme is designed for those who want to broaden their understanding of management concepts, wish to refresh their knowledge or may be moving from a specialist function to a more general management role.

This programme is held at the award-winning Møller Centre, a short walk from Cambridge's historic city centre.

## Topics

- Strategic management
- Marketing
- Organisational change
- Creative approaches to problem-solving
- Accounting
- Business models for decision-making
- Financial management
- Communication and negotiation strategies
- Operations management

## Benefits

- Learn to manage new trends and market demands in a complex business environment
- Increase team performance with leadership skills
- Make better business decisions by identifying critical variables and using analytical models
- Gain a broad understanding of financial and accounting principles
- Examine issues of strategic significance in a global marketplace
- Forecast, evaluate and integrate new technology for a strategic business perspective
- Learn from faculty at the world-renowned University of Cambridge
- Interact with business professionals from a range of industries and organizations
- On completion of the programme, participants receive the Cambridge Executive Education General Management Certificate.

[Download the \*General Management Programme\* content outline](#)



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### **Why Executive Education at the University of Cambridge?**

The University of Cambridge is internationally renowned for:

- outstanding faculty and excellence in teaching and research
- a collaborative learning environment and community
- commitment to innovation and its application in science, technology and business
- the Judge Business School MBA programme, which is ranked among the best in the world

Our goals in Executive Education at Judge Business School are to align these strengths to deliver programmes that impact on the development of leaders and organisational performance.

Our programmes are designed to provide a collaborative and stimulating environment for learning and to add value to your professional career and personal growth. The diverse educational and professional backgrounds of our faculty and delegates enrich the experience. We attract participants from around the world and across industries and business sectors.

**Cost: 42 units**

For more information please email the TLC Training Co-ordinator on [registrations@thelearningcollaboration.com](mailto:registrations@thelearningcollaboration.com)