

Cambridge Judge Business School
Executive Education

STRATEGIC MANAGEMENT CONTROL PROGRAMME (SMCP)

Becoming a Strategic Partner

Meeting the challenges
of the global business
landscape from the heart
of one of the world's
greatest universities



**UNIVERSITY OF
CAMBRIDGE**
Judge Business School

ExecutiveEducation

A unique learning environment

Cambridge ideas have changed de world

-  121 Nobel Laureates
-  11 Fields Medallists
-  7 Turing Award Winners
-  14 British Prime Ministers
-  194 Olympic Medallists

Have been affiliated with Cambridge as students, alumni, faculty or research staff.



Welcome to Cambridge Judge Business School

Founded in 1990, the Cambridge Judge Business School is part of the Faculty of Business and Management at the University of Cambridge. The Cambridge Judge Business School's reputation has grown rapidly and is now internationally celebrated as a provider of stimulating management education, with a particular emphasis on entrepreneurship and innovation management. With a world-class faculty composed of over 70 members and 16 research centres, the School is a place where people from many different disciplines meet and share ideas - policy makers, entrepreneurs, industry leaders, regulators, not-for-profit organisations and academics. Small class sizes allow for maximum interaction between the faculty and participants.



Manage the key drivers of a Strategic Partner



Learn from world-leading thinkers and gain new insights and perspectives.

The Cambridge Judge Business School's Strategic Management Control Programme

The Cambridge Judge Business School and Global Chartered Controller Institute – GCCI have designed an intensive and transformative global programme to acquire the skills and competencies required to be a Strategic Partner within an organisation, thus bringing unique value to management committees and company strategy in today's uncertain environment.

The Programme's Focus:

- Evolving from a controller, CFO or consultant to a Strategic Business Partner.
- Acquiring decision-making and technical skills.
- Developing the skills required to perform as a controller, chief financial officer or consultant who helps organisations to effectively manage their resources.

Senior faculty from the Cambridge Judge Business School will guide you and your group along a path towards renewal, change, and transformation. Participants will benefit from a structured approach across the modules.

Who Is the Programme Designed For?

If you are moving into your first senior management role, broadening your responsibilities, tackling new uncertainties, or are keen to understand the Strategic Partner context, then this is the perfect programme for you.

We attract highly talented, fast-track individuals who are looking to widen their outlook with a view to securing a future position as a Strategic Partner, or to simply perform at a higher level in their current role. Our participants typically have five or more years' experience as a manager.

Key Benefits

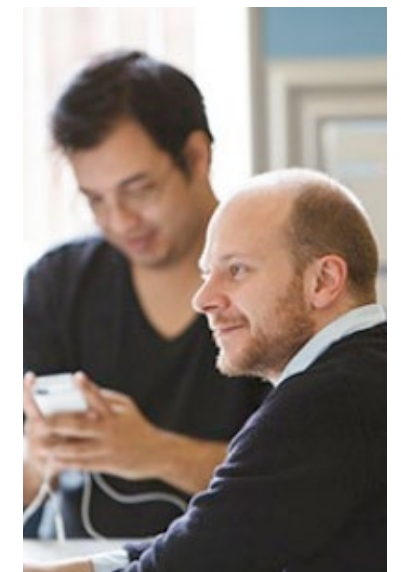
Participants will learn from outstanding faculty and associates of the Cambridge Judge Business School and gain a truly international experience from their peer group.

You will emerge from this life-changing programme as a different person—better able to tackle your organisation's toughest strategic challenges, to lead with greater confidence, to inspire performance at all levels—and to contribute more value as a member of your company's senior leadership team.

The Strategic Management Control Programme (SMCP) enables participants to:

- Acquire a broad understanding of leading-edge Strategic Partner concepts from Cambridge faculty.
- Share a highly interactive learning environment with other participants.
- Gain new insights based on rigorous management, best practice and research.
- Obtain a certificate for the Strategic Management Control Programme (SMCP) issued by the Cambridge Judge Business School and Global Chartered Controller Institute – GCCI.
- Obtain the General Management Certificate of Achievement (GMCA). In order to obtain the GMCA you must attend 5 days of additional learning.
- Upon completion of the GMCA, you will also be eligible to become an associate member of the Cambridge Judge Business School's global network of graduates and business-focused University of Cambridge alumni, faculty and staff.

Be prepared to take the next step in your career



The "Cambridge Advantage". One week of fast-paced learning in one of the world's most famous education centres. Cambridge and its historic colleges are inspiring for those seeking new knowledge.





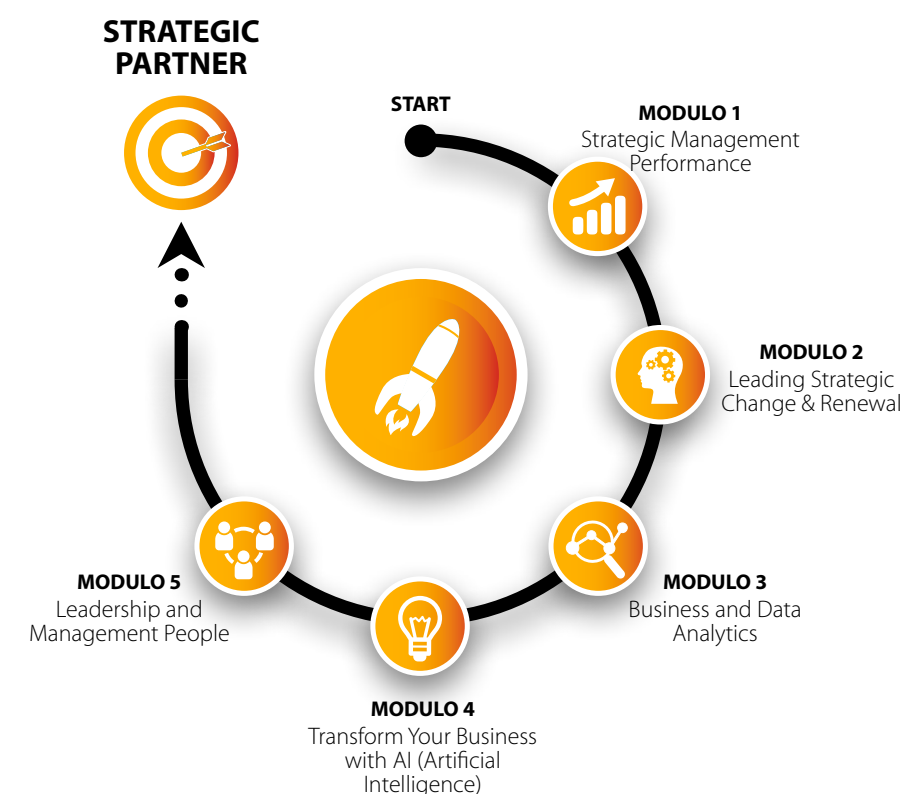
Strategic Management Control Programme (SMCP)

Inspirational thinking from leading academics

This one-week intensive programme gives experienced senior executives the opportunity to stop, reflect and gain a fresh strategic partner perspective in a learning environment second to none.

This highly interactive programme comprises simulations, exercises, role-playing games, case studies, discussions and lectures. With simulations, exercises, role-playing games, case studies, discussions and lectures, all sessions are highly interactive. By the end of the programme you will have a clear understanding of concepts and practical tools which you can directly apply to your own projects.

Participants will benefit from discussions with outstanding speakers from the Cambridge Judge Business School, other faculties of the University of Cambridge and from the industry. Moreover, they will exchange ideas and solutions with a carefully selected peer group, as a member of the programme cohort.



A transformative experience

Strategic Management Control Programme (SMCP)



13th June

08.30h – 18.00h

Module 1
Strategic Management Performance

- This module will include:**
- Interactive discussion on how organisations can utilise data to measure, motivate, and improve performance.
 - Identification, classification, and assessment of client and product profitability, and how it impacts business strategies.
 - Case studies to highlight the need for control within organisations, and challenges associated with the decentralisation and transfer pricing of multinational companies.
 - Examples and discussion of real case studies regarding cost-based decision-making in scenarios in which inputs and outputs are uncertain.

18.00h
Drinks Reception
Simon Sainsbury Centre CJBS



14th June

08.30h – 18.00h

Module 2
Leading Strategic Change & Renewal

- This module will include:**
- Introduction to strategic change and renewal.
 - Investigation of strategic change, deepening strategy.
 - Investigation of strategic change as a response to industry disruption.
 - Development of your own strategic change and plan.
 - Examples and discussion of real case studies regarding negotiation games and role play – “how to approach”.



15th June

08.30h – 18.00h

Module 3
Business and Data Analytics

- This module will include:**
- How predictive technologies are applied throughout the value chain to support decision-making and automation.
 - How to transform a business problem into a data problem.
 - How to translate and communicate said problem.
 - Strengths, limitations, and potential growth paths for these technologies.
 - Environmental, Social, Governance (ESG) data.
 - Ethical, cultural, and strategic dimensions of investing in analytics technology and training throughout the organisation.
 - Exercises to build empathy for data science teams. Understanding strengths and limitations. How to make decisions on interpreting outputs.



16th June

08.30h – 18.00h

Module 4
Transform Your Business with AI (Artificial Intelligence)

- This module will include:**
- The importance of transformation, change and data fluency.
 - What AI does today.
 - Building AI capabilities in an organisation.
 - How tech is being implemented at scale on financial reporting and controlling.
 - How to use AI to supercharge controlling work.
 - AI in business and society.
 - The Future of AI.

18.00h
Drinks Reception
Simon Sainsbury Centre CJBS



17th June

08.30h – 17.00h

Module 5
Leadership and Management People

- This module will include:**
- Strategic Partner-Director responsibilities and skills.
 - Leadership in disruption.
 - Balance between opportunity and crisis events.
 - Authentic communication that enhances relationships.
 - Performance and persuasion.
 - Negotiation strategies and cases - “how to approach”.

19.00h - 22.00h
Gala Dinner
King’s College

Faculty & Speakers

We use the unique power of Cambridge to unite a top-level group of individuals who have had first-hand leadership experience at the very highest levels of enterprise and government. They have been specifically chosen to represent a diverse range of specialist knowledge and experience.

The key faculty and contributors featured here reflect some of the team for the forthcoming sessions of the Cambridge ALP. However, this is by no means exhaustive and may be subject to change.



Inspirational thinking from leading academics

Strategic Management Control Programme (SMCP)



Academic Programme Director

Professor Alan Jagolinzer

Professor of Financial Accounting, Director of Centre for Financial Reporting & Accountability, Cambridge Judge Business School BS (Pennsylvania State University), MBA (Syracuse University), PhD (Pennsylvania State University).

Alan Jagolinzer is Professor of Financial Accounting, Director of the Cambridge Centre for Financial Reporting & Accountability, and the administrative head of the Accounting Faculty Subject Group at Cambridge Judge Business School.

Professor Jagolinzer was a 2015 Academic Fellow to the International Accounting Standards Board in London and an affiliated research faculty with the Stanford Graduate School of Business Corporate Governance Research Programme. He researches insider trading, capital market effects of financial reporting, executive compensation, corporate governance, and accounting standard setting. His research regarding insider trading and insiders' use of personal hedge transactions triggered SEC enforcement inquiry and has been

cited by the Economist, the LA Times, the Boston Globe, the Wall Street Journal, the New Yorker Magazine, Business Week, and Barron's. His Advanced Financial Reporting MBA course that features International Financial Reporting Standards (IFRS) earned him the Stanford University MBA Distinguished Teaching Award for 2010 and the Stanford University Sloan Masters Program Professor of the Year award for 2009. He has provided expert witness opinions regarding product liability claims, allegations of insider trading, and allegations of accounting fraud. He also previously spent 10 years as an active duty pilot in the United States Air Force.



Professor Rafael Rogo

Professor of Accounting, Co-Director of the Cambridge Centre for Financial Reporting & Accountability, Cambridge Judge Business School PhD (Northwestern University).

Rafael Rogo is Professor of Accounting and Co-Director of the Cambridge Centre for Financial Reporting & Accountability. Professor Rogo has taught Strategic and Cost Management curriculum at University of Cambridge, University of British Columbia, Copenhagen Business School, and Indiana University. He previously served as an Analyst for the Supervision of Financial Institutions at the Banco Central do Brasil.

Dr Michael Willis

Senior Faculty in Management Practice Director of the Master of Accounting Programme BS, MBA (Brigham Young University), PhD (Wharton School of Business).

Michael Willis is Senior Faculty in Management Practice and Director of the Master of Accounting programme at the Judge Business School, University of Cambridge. Dr Willis has taught courses in financial accounting, managerial accounting, and accounting ethics to undergraduates, graduate students, and professional audiences. In 2015, while teaching at the University of Colorado, he received the Charles Wasley Master of Accounting Teaching Award. Dr Willis earned his PhD from The Wharton School of Business, where he researched regulatory enforcement of capital markets and firm disclosures.





The Cambridge Judge Business School's General Management Certificate of Achievement

One intensive week, 800 years of learning

The Cambridge Judge Business School's General Management Certificate of Achievement (GMCA) provides participants with an opportunity to enhance knowledge and skills across fundamental business concepts and practices, as well as to focus on personal and organisational career development.

In order to obtain the Certificate of Achievement you must attend 5 days of learning from our extensive portfolio of programmes, within a period of two years. This entails attending several short programmes of your choice that are either two, three or five days long. For added flexibility, you are also able to take one of our online programmes as part of the GMCA, which will count as two days of learning towards the five days required to obtain the certificate.

There are over 25 programmes to choose from, and you can select those that are best suited to your individual management development objectives. The GMCA is designed to give you the flexibility to choose programmes related to topics that meet your personal career objectives in a time frame that suits your work commitments.



**Apply now
and take your
next step
towards joining
the programme**

Strategic Management Control Programme (SMCP)



Selection Process

We adopt a highly selective approach to the Cambridge Strategic Management Control Programme as we want to ensure that each cohort works effectively together. Our stringent process, led by the dedicated programme director, ensures that the objectives and experience of the final group are well matched.

Programme Dates

The SMCP is a one-week programme, with the opening session taking place on Monday morning. The programme finishes on Friday. 13th June - 17th June 2022.

How to Apply

Please apply early as there is a restricted number of participants on each programme and places are therefore limited. You can apply via our online registration system: info@globalcci.com

Programme Cost

The Cambridge Strategic Management Control Programme costs €6.480, where applicable. This includes all programme materials, daytime refreshments and some evening meals. The gala dinner at a renowned Cambridge College is also included. Please note that accommodation is not included in the cost.



**Develop new skills,
capabilities and
knowledge.
Gain the insight you
need to increase
organisational
performance.**

JBS Executive Education LTD

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