

IEDC

Bled School of  
Management

Postgraduate Studies



UNCOVER THE  
MYSTERIES OF BUSINESS  
AND ENTREPRENEURSHIP

**DEMP**

Discover  
Entrepreneurial  
Management  
Program

**DEMP is an intensive international summer school which requires no previous management background, just large doses of intellectual and emotional energy, an openness to new perspectives and the willingness to dive in and take initiative. The program takes you on a journey through all the major aspects of entrepreneurial concepts and practice. Every year we host young people from more than 20 countries at our beautiful campus in Bled, Slovenia.**

## WHY

### SHOULD I START DISCOVERING? BECAUSE I AM

- Curious to learn more about my true leadership potential
- Interested to find out the most powerful force for economic and social development in the world today
- Excited to develop the confidence to say WHY NOT?
- Eager to establish networks with smart potential leaders from all over

## WHAT

### IS THERE TO DISCOVER?

#### DISCOVER YOUR POTENTIAL

“Attitude defines the altitude”: as the old saying clearly notes, we go as far as our own views of the world and the way we act on them allow us. DEMP puts the mirror in front of the participants, providing them with many insights about what drives their thinking and their emotions, how they react to demanding situations, and how they exercise their influence on others. It also provides stimuli to further improve in the areas promising highest gains.

#### SET YOURSELF APART

Getting to a promising job is about several basic things: knowing what one wants (or does not want), recognizing opportunities, coming up with interesting stories around oneself, establishing and maintaining personal credibility. DEMP not only provides a useful reference on the CV and serves as a source of valuable experiences, it also provides space for building the above mentioned foundations for successful careers.

#### UNCOVER THE MYSTERIES OF BUSINESS AND ENTREPRENEURSHIP

DEMP helps getting the real significance of terms such as: Value Chains, Strategic Innovation, Operational Excellence, and the essence of Entrepreneurial Leadership. Participants learn how to present ideas, proposals, solutions to problems most effectively. And finally, why successful entrepreneurs consider “Happiness is a Positive Cash Flow”?

#### GLOBALIZE YOUR NETWORK

Meet young people from more than 20 countries at our beautiful campus in Bled, Slovenia. After the summer school you will have a chance to experience powerful alumni network of more than 80.000 managers from 85 countries that can open doors for new business.

#### REFLECT IN CREATIVE ENVIRONMENT

A creative, art-inspired environment with a breath-taking views of Lake Bled will help you reflect, while mastering the leadership skills in this boutique school with fully dedicated staff, excellent service and personal approach.



# IS THE DEMP FOR ME?

- Yes, if you are smart, consider yourself a potential leader, nearing the end of your university studies, or recently graduated.
- Yes, if you want to gain a wider perspective on the career choices you have and a more practical understanding of the possible need further studies.
- Yes, if your English reading, comprehension, and communication skills are developed enough for a full immersion into an intensive program conducted entirely in English.
- Definitely yes, if you are curious and eager to learn, positive about further developing and using your leadership potential, and you are ready & willing to participate actively, and share your views with young people like yourself from all over the world.



## HOW

### DO WE MAKE BUSINESS EXPLORATION FUN?

- Through active learning in an international environment
- Through case studies, discussions, role-play and group work
- Through immediate application of newly learned concepts and skills
- Through team-building exercises and extra-curricular activities in the evenings
- By learning from the arts
- By networking with peers and faculty

## THE FACULTY TEAM

- The program will be led by **Prof. J.B. Kassarjian**, Babson College, USA and IMD Lausanne (emeritus), author of acclaimed articles and case studies. He has more than 20 years of teaching, research and consulting experience in management
- Joining the team will be **Dr. Nenad Filipović**, Academic Director at IEDC- Bled School of Management,
- Guest speakers



“It was a great experience to be a part of the DEMP program especially because of the way this program is done, it is innovative and open for creativity and thoughts.”

**Patricia Grausberg**, Austria



## WHEN & WHERE

July 4 - July 12, 2017



IEDC-Bled school of Management, Prešernova 33, 4260 Bled, Slovenia

[www.iedc.si](http://www.iedc.si)

## Tuition fee: 450 € + VAT

The tuition fee covers the costs of lectures, project mentoring, teaching materials and unlimited access to the IEDC Resource Center.

Participants are responsible for the costs of travel and lodging. In Bled, there are many places to stay at affordable prices and IEDC will provide advice on the best options.

## ADMISSION REQUIREMENTS

- Completed application form
- Admission interview
- Proficiency in English



## APPLICATION AND FURTHER INFORMATION

Please visit [www.iedc.si/demp](http://www.iedc.si/demp) for more information about the program or contact us at **+386 4 5792 500** or [demp@iedc.si](mailto:demp@iedc.si).

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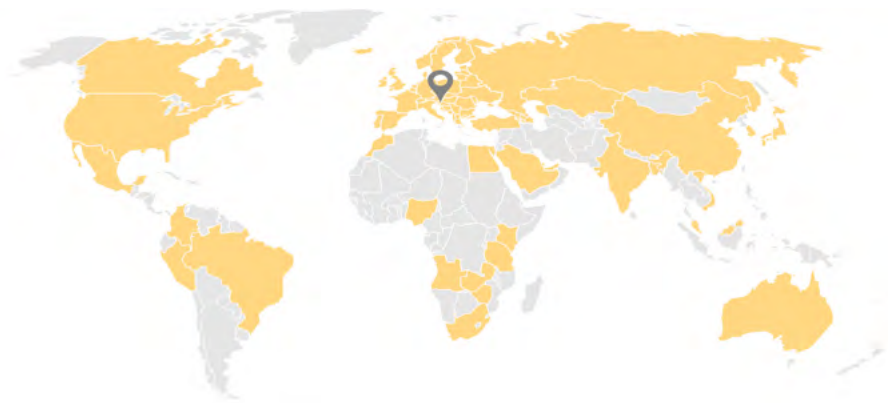


## WHY IEDC

- We are passionate about developing responsible and inspirational leaders
- We offer responsiveness, innovative content and cutting-edge methodology
- We orchestrate seamless learning experiences across cultures, geographies and industries.

On the shore of Lake Bled in a breathtaking Alpine setting, just 20 minutes by road from Ljubljana International Airport, IEDC-Bled School of Management is an award-winning business school created specifically for practicing managers and experienced executives. It is well known for its unique, innovative and real-world programs that enroll highly-experienced participants. World-class professors offer you a flexible and personalized approach that augments our custom-made programs and gives us a global recognition. Welcome to IEDC!

Over the years IEDC programs have inspired more than **80.000 executives** from **85 countries**. We offer a mix of cultures and knowledge that extends beyond the limits of classic business education and enriches the minds of our participants. Come and experience real world learning that focuses on leadership development and transforms executive potential into executive performance.



### IEDC-Bled School of Management

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## ABOUT IEDC

### Affiliations & Partnerships

- European Leadership Centre
- CEEMAN
- UN Global Compact Slovenia
- Coca-Cola Chair of Sustainable Development
- Principles for Responsible Management Education (PRME)

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“The DEMP goes beyond the conventional form of studies, from the classroom setting to the teachers themselves and most important to what you are being taught. Aside from the studies, the programme afforded me the rare opportunity to embark on some exciting activities I never thought are possible. It further provides the opportunity to network with students and learn more about their different cultures and societies.”

**Patience Mayaki-Benson**, Nigeria



### Acknowledgements

- In 2016 IEDC-Bled School of Management celebrated 30th anniversary of its establishment.
- in 2016 IEDC-Bled School of Management is named PRME Champion, a global leader in responsible management education, among 29 schools in the world and the only in CEE.
- In 2012 IEDC - Bled School of Management was awarded an MBA Innovation Award by AMBA for running one of the four most innovative Executive MBA programs.
- Prof. Dr. Danica Purg, IEDC President, was named the 2010 International Educator of the Year by the Academy of International Business (AIB).
- IEDC was named among the 100 top business schools in the world for innovation in the Aspen Institute's 2009-2010 Beyond Grey Pinstripes survey.

## ACCREDITATIONS

