Wuerzburg University EMBA Program
International Residence Module on Strategy and Innovation

Purpose/Goal
This two-week cross-disciplinary program is designed to introduce Executive MBAs to strategy and innovation issues that managers face within industries, between firms and within firms. With multi-faceted instruction on business strategy, functional strategy, value creation and diagnostics, marketing, information technology, and entrepreneurship, participants receive up-to-date knowledge and hands-on experience in the latest thinking, methods and tools in the field of management and U.S. business practices.

Objectives
This richly engaging program provides participants:

• A better understanding of business strategy, functional strategy, value creation and diagnostics, and events and technologies that have the power to transform industries and develop and sustain competitive advantages.

• A delivery model that combines a variety of methods (lectures, exercises, site visits, and simulations) to explore strategy and innovation.

Program Components
The core Program consists of general management MBA topics plus:

• Business strategy and innovation from U.S. and international perspectives / organizational transformation / value creation and diagnostics / leadership and entrepreneurship / business process design and change / marketing / open innovation and innovation communities / strategic use of design and social media.

Faculty

• Faculty Director: Jonathan Hibbard, PhD, MBA, Assistant Professor of Marketing
• Siobhan O’Mahony, PhD, MBA, Associate Professor of Marketing
• Jeff Furman, PhD, Associate Professor of Strategy and Innovation
• Nitin Joglekar, PhD, MBA, Associate Professor of Operations and Technology Management
• Frédéric Brunel, PhD, Associate Professor and Dean’s Research Fellow of Marketing
• Paul McManus, MBA, Senior Lecturer of Strategy and Innovation

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