



Höskolan  
Kristianstad

Uppdrag AB



MBA in practice





# MBA in practice

## A development program at the forefront that **truly develops** you and your organization!

The program is implemented for seven months by internal and external resources from Kristianstad University.

The program is intended for you as a member of a management team, a responsible manager or for you who wants to prepare for such a position. You are a talented and future leader in the organization or you are leading the business or parts of the business today. You can also work actively with strategic projects within the organization in different ways. You work today either in public business or in private companies.

# Immediate use

The leadership program is a challenging, inspiring and comprehensive program where you directly can use newly acquired insights and knowledge in your own everyday life.

**The program is based on three basic approaches.  
I as a leader - me and my team - as well as me and the organization.**

The different approaches will strengthen your ability to lead yourself, you will strengthen your ability to lead others and you will develop your ability to lead the business. The three approaches will provide an overall view that is necessary, while providing concrete tools for developing the business, the employees and yourself.

Proximity is important to us. Proximity to your business. Proximity between theory and practice. Proximity between resource persons and you as a participant.

The connection to you as a leader and your business is significant. We work with exercises, cases, examples and experience exchanges between the participants.

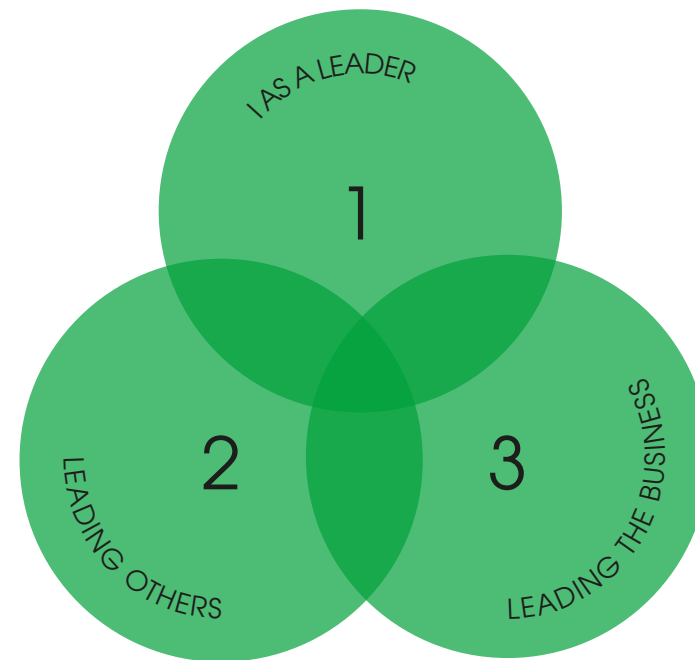
The program gives you a foundation in your leadership and you get concrete tools for developing the business, your employees and yourself. In addition, you get a valuable network for your future leadership.





# Three different perspectives

You develop in all three perspectives  
and strengthen your ability to lead  
**yourself**, lead **others** and lead the  
**business**.



# Tutorial

During the program you work with a **real challenge** from your organization.

It concerns either you and your way of managing the business, you and your team or is a development project that is vital for your particular organization. It **truly** is a challenge for you or your organization. You will receive coaching from us in the meantime.

To manage your challenge you will receive support and coaching during the program by our experienced supervisors. This to create the conditions for your own self-development but also for the most effective way to handle your challenge.



# Structure and content



10-11 OCT 2019

- **My challenge** – Start-up!
- **Environment and future**
- From strategy to **growth and creating value**

7-8 NOV 2019

- **Coaching leadership**
- **My challenge** – I as a leader

5-6 DEC 2019

- **Financial control Management Accounting**
- **Value-creating business management**

16-17 JAN 2020

- **Digitalization & Innovations**
- **Product development & entrepreneurship**

6-7 FEB 2020

- **Creating Effective Teams** – Leading Others
- **To lead change**

12-13 MAR 2020

- **The company's market communication**
- **Brand management**

23 APR 2020 - KRISTIANSTAD UNIVERSITY

- **Presentation, diploma, completing program**

1 OCT 2020

- **Alumni** – Reunion

My challenge – Implementation of strategic challenge

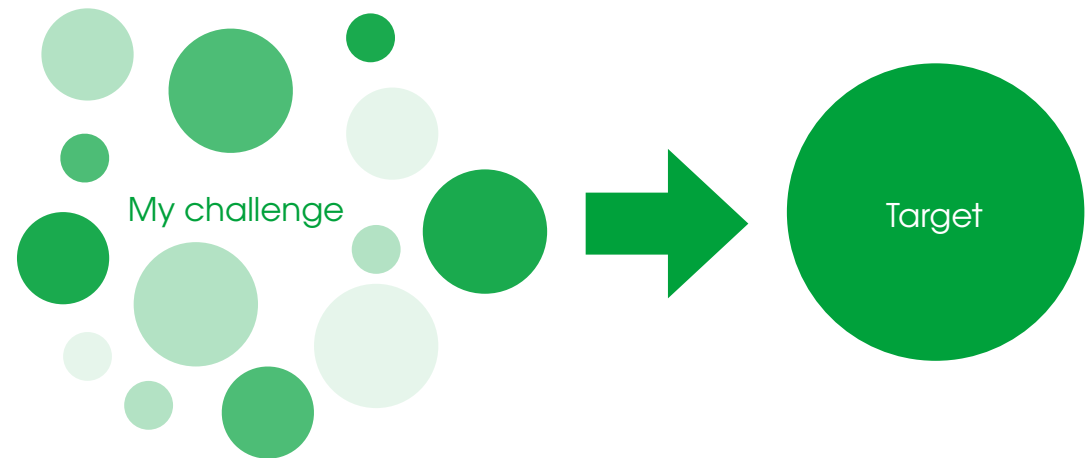
MBA IN PRACTICE



# Challenge – for real

During the course of the program  
you run a **real challenge**.

It concerns either you and your way of managing the business, you and your team or is a development project that is essential to you.





A better  
leader...

## **MBA in practice** benefits you in several ways.

You strengthen the ability to lead yourself,  
You strengthen your ability to lead others,  
You develop your ability to lead the business  
– and the business gets a committed leader







... lifts the  
entire  
company

## MBA in practice benefits your business in several ways.

**Increases the competence.** By investing in people with high potential you secure and develop the skills in the organization.

**Ambassadors.** In addition to knowledge and skills, you also create good ambassadors that help you attract new and interesting employees.

**Attracts.** Your business becomes an attractive employer, while gaining access to an attractive, local area network.

**Creates value.** Through the “challenge” conducted by the participants, you get a real problem solved that creates real value!

## We have some of the **country's best educations**

The reason for our high quality is based on proximity.  
Proximity to excellence and international research.  
Proximity to partners in business and society.  
Proximity between students and researchers!

**It is in this environment we have created an exclusive  
program just for you and your challenge.**

The program costs 89.500 SEK ex VAT.  
Costs for board and lodging will be added  
which means about 19.000 SEK ex VAT.

Welcome!



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