

**Cambridge Judge Business School
Executive Education**

STRATEGIC MANAGEMENT CONTROL PROGRAMME (SMCP)

Becoming a Strategic Partner

Live Online. 13 - 15 and 20 - 22 June 2022

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 the 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.

[Programme website](#)



Welcome to Cambridge Judge Business School

Founded in 1990, 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 17 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.

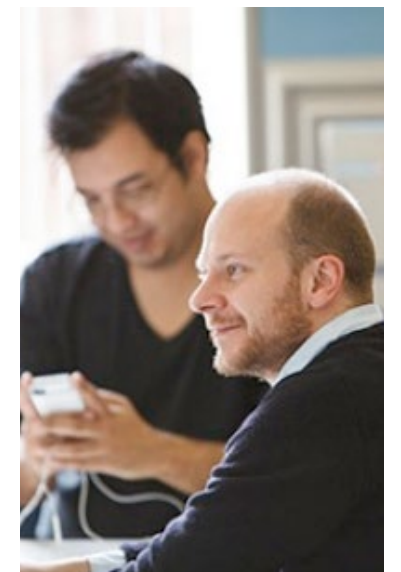
Key Benefits

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.



Be prepared to take the next step in your career



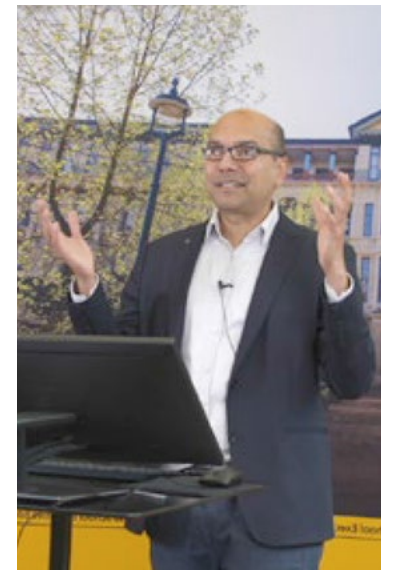
The Strategic Management Control Programme (SMCP) enables participants to:

- 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.
- This programme counts towards the Cambridge Judge Business School General Management Certificate of Achievement.
- 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.



High quality programme

High quality programmes, in flexible formats: Cambridge Judge Business School Executive Education delivers outstanding professional development from a world-class centre of learning and innovation. We aim to offer diverse formats so you can access the same quality and academic rigour one associates with Cambridge University in the environment of your choice. Our Live Online format brings Cambridge to wherever you are, delivering the best aspects of a Cambridge learning experience to your home or office.



live Live Online delivery

Live Online brings the best aspects of a face-to-face learning experience to wherever you are! The sessions offer a rich and immersive interaction between you, our faculty and your fellow participants. While having to maintain focus away from office or home distractions, the virtual environment will allow to quickly switch back to your daily routine and tasks. Live Online eliminates travel dependencies, not only making this a budget-friendly

option but also enabling you to test learned notions in real time and share your experience with your peers and faculty during the next day.

Just as with our face-to-face programmes you will take part in a Cambridge Virtual Debate where you can discuss and vote to gauge opinion. Interact with guest speakers, ask questions and make use of tools available only in a virtual environment. You will engage with faculty and collaborate with peers in break-out groups, or in group exercises and role-play.



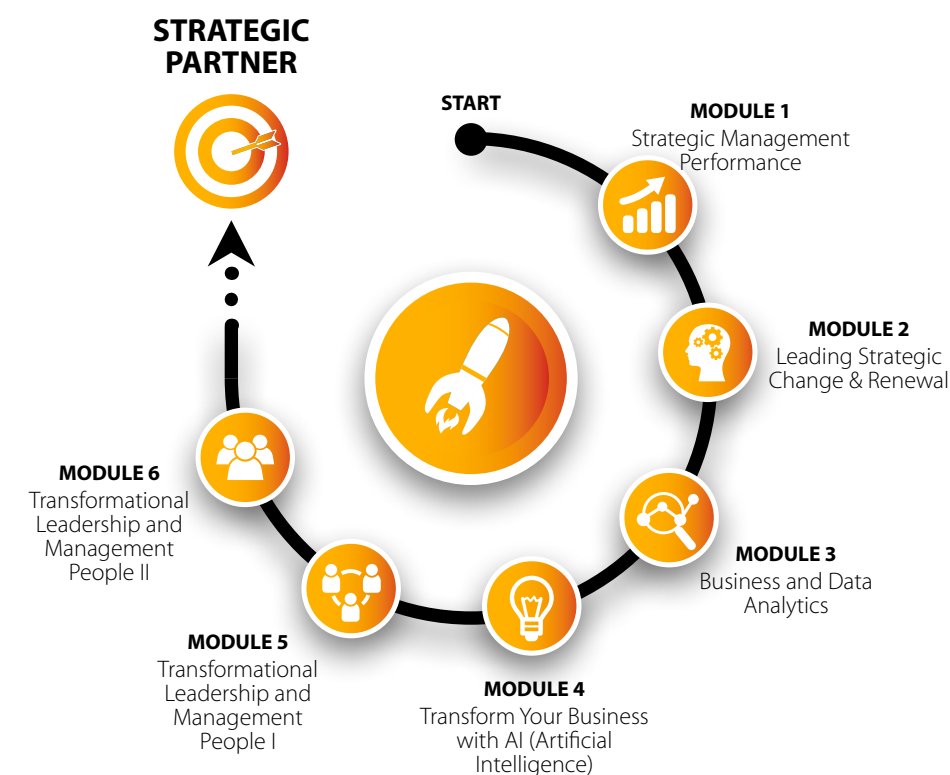
Strategic Management Control Programme (SMCP)

Inspirational thinking from leading academics

This 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

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.



14th June

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

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.



20th June

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.



21st June

Module 5

Transformational Leadership and Management People I

- 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”.



22nd June

Module 6

Transformational Leadership and Management People II

- 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”.

Inspirational
thinking
from leading
academics

Strategic Management Control Programme (SMCP)



Mauro Guillén

Dean of Cambridge Judge Business School. Professor of Management Studies. Fellow of Queens' College.

Prior to joining Cambridge Judge Business School in 2021, Professor Guillén held various positions at The Wharton School, including the Dr Felix Zandman Endowed Professorship in International Management (2003-2021), Professor of Management (2003-present), Associate Professor of Management (2000-2003), Assistant Professor of Management (1996-2000). He was also the Edward Pennel Brooks Career Development Assistant Professor of International Management and Sociology at MIT Sloan School of Management (1992-1994).

Professor Guillén's research focuses on economic sociology, emerging multinational firms, globalization, international banking strategies, international political economy, multinational management and organisational theory. He is a trustee of the Royal Foundation of Spain, known as the Fundación Princesa de Asturias, a member of the advisory board of the Escuela de Finanzas Aplicadas (Grupo Analistas), and serves on advisory groups at the World Economic Forum.



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 is a member of the editorial boards of The Accounting Review and The Journal of International Accounting Research. His research has been published in a wide range of journals, including the Journal of Accounting and Economics, and Georgetown Law Journal.

Before joining Cambridge, Alan was an Associate Professor of Accounting at the University of Colorado-Boulder, and an Assistant Professor of Accounting at the Stanford University Graduate School of Business. He was also a Fellow of the International Accounting Standards Board, London.

Dr Allègre Hadida

Associate Professor in Strategy at Cambridge Judge Business School.

Fellow and Director of Studies at Magdalene College and a faculty member of the Centre for Film and Screen and of the Heritage Research Centre, University of Cambridge. She has pioneered teaching and research in Creative, Arts and Media Management and on Creativity in Business at CJBS and on the Cambridge MBA.

Allègre has a Master's in Management/Diplôme Grande Ecole from ESCP Europe, a DEA from University Paris X Nanterre, a MA from Cambridge University and a PhD in Strategic Management from HEC Paris. She has held visiting positions at UCLA, CRG-Ecole Polytechnique Paris, MIT Sloan School of Management, Tel Aviv University and HEC Paris.



Inspirational thinking from leading academics

Strategic Management Control Programme (SMCP)

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.



Dr Rafael Rogo

Professor of Accounting. Co-Director of the Cambridge Centre for Financial Reporting & Accountability, Cambridge Judge Business School. He gained his PhD at 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.

Stella Pachidi

Lecturer in Information Systems at Judge Business School.

Her research interests lie in the intersection of technology, work and organizing. Currently, her research projects include the introduction of artificial intelligence technologies in organizations, managing challenges in the workplace during digital transformation, and practices of knowledge collaboration across boundaries. She holds a PhD in Business Administration from VU University Amsterdam, an MSc in Business Informatics from Utrecht University, and an MSc in Electrical and Computer Engineering from National Technical University of Athens.



The Cambridge Judge Business School's Strategic Management Control Programme

One intensive programme, 800 years of learning

Certificate of Attendance

Upon successful completion of the programme, you will be awarded a digital certificate of attendance by Cambridge Judge Business School Executive Education and Global Chartered Controller Institute, GCCL.

- Built-in social sharing tools allow you to celebrate your achievement with your network via LinkedIn, email and other platforms.
- Make your achievement discoverable on search engines, or set it to private and share it only with selected people.
- Ability to embed on your website or email.
- Available for download in digital format and print.

This programme counts towards the Cambridge Judge Business School General Management Certificate of Achievement. On completing the GMCA you will be eligible to become an associate member of Cambridge Judge Business School's global network of graduates and business-focused University of Cambridge alumni, faculty and staff.



**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

Live Online
Two weeks programme.
13 -15 and 20 - 22 June 2022.
The programme comprises six half-day sessions, sessions take place from 17.00 to 20.30 UK time.

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 website](#)

Programme fee

€3.480



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

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