



**EUROPEAN REGIONAL ECONOMIC FORUM
EREF-2009**

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**PRESENTATION OF BEST PRACTICE CASES
IN HUMAN CAPITAL DEVELOPMENT AND MIGRATION MANAGEMENT**

**IEDC-Bled School of Management,
Slovenia**

Established in 1986 as the first business school of its type in Central and Eastern Europe, IEDC-Bled School of Management is an international centre of excellence in executive education and management development, a business meeting point, and a unique place where works of art complement a creative environment for creative leadership.

IEDC offers top quality, intensive management and leadership development to international business executives at every stage of their careers and to talented young managers.

In particular, the set of IEDC programs for practising managers is composed of:

- 17-week Bologna accredited MBA program in the form of 1-year or 2-year International Executive MBA for practicing managers and 3-year Presidents' MBA, designed for top executives; all MBA programs are organized on a modular basis and thus allow participants to remain in their jobs while obtaining their MBAs and to implement their newly-acquired skills immediately.
- 5-week General Management Program, an intensive program for functional managers; it is organized in two modules and features a practical project which aims at solving a particular problem in the participant's organization
- 2-week Young Managers Program for young high potential managers
- 9-day Discover Management program for young university graduates from diverse educational backgrounds
- Open Enrollment Seminars and Forums address the needs of functional and general managers and leaders
- Customized Programs are adjusted to the specific management development needs of individual companies and other organizations and based upon world-class international educational input; offering the highest possible level of customer service in the field of management education



Objectives and vision:

The IEDC-Bled School of Management is a center of excellence, one of the best schools in Europe, a major business meeting place in Europe and a leading agent of change and enabler of the social and economic development of the CEE region. The main objectives of all IEDC programs are: a development of more analytical and systemic decision making in respect to strategic thinking as well as functional thinking, development of leadership skills in collaboration, communication, negotiation, presenting, personal development, more ethical conduct, development of network for life with classmates from diverse nationalities and background and development of innovative teaching methods and tools.

Curricula are designed in an interactive, integrative and innovative manager and incorporates cases, skills, and syndicate groups, coaching/mentoring. It includes projects, simulations, integrative topics, exams, joint teaching as well as stretching, experiential learning and personal development support.

Quantitative targets and Available Resources

100 seminars and other educational events or 600 seminar days per year / 20,000 "participant-days" / 4000 participants from over 50 countries per year.

Full time personnel: 35.

Main obstacles and problems

Key challenges/problems that the school needed to overpass from birth up to the present state:

- Development of top quality educational programs, flexible and responsive to emerging management needs
- Geographical positioning of the school and mental positioning in business community from that region
- Development of attractive facilities in nice environment
- Development of innovative and creative method and tools for teaching and learning

The main set of solutions for these problems tries to maximize the mutually benefits among all stakeholders:

- Faculty: International top class faculty- the majority of faculty is visiting from the most eminent business schools from Europe and North America.
- Municipality: Strategic and responsible relationship with local municipality and local community that supports the growth of the school from their own side.
- Owners: International owners from CEE. Faith in the school and hence support form owners to the school enlargement projects.
- Enrolled participants: International participants; more than 82% from abroad. High quality programs, top class faculty, committed employees, beautiful facilities and committed Alumni, which are the best ambassadors of the school.
- Past participants-Alumni: Development of strong Alumni network with many events in their countries and string bond to the school;
- Potential participants: organization of MasterClasses and other events in different countries form CEE region. Administration: fully committed to the vision of the school; young and well-educated, able to perform multiple tasks; internal workshops for our specific needs are designed for the employees.

Hence the set of these solutions forms a unique business model of the IEDC-Bled School of Management that provides the competence to perform at the competitive edge.

IEDC business model allows offering the high quality programs for reasonable price and hence provide high value added to our participants. This unique business model with high quality relationships with key stakeholder groups offers high level of flexibility in responsiveness to emerging trends and operates well also in the circumstances of global crisis.

The business model that positioned school as the leading international centre of excellence in management education in Europe, especially in Central and Eastern Europe. Such general perception of IEDC gives the school the full integrity that best communicates its competence to teach others how the business should be done.