



Managers  
Academy



The  
University  
Of  
Sheffield.



**CITY College**  
An International  
Faculty Of  
The University.

## ACADEMIC PROGRAMME 2013-2014

DATE	TRACK	MODULE
November 8 - 10	<b>FINANCE</b>	Financial Management
November 8 - 10	<b>Strategic MANAGEMENT</b>	Financial and Management Accounting for Strategic Decisions
November 15 - 17	<b>Strategic MARKETING</b>	New Product and Service Development
November 22 - 24	<b>Strategic MANAGEMENT</b>	Technology and Operations Management
December 13 - 15	<b>FINANCE</b>	Modern Financial Markets, Institutions and Instruments
January 24 - 26	<b>Strategic MANAGEMENT</b>	Developing International Market Presence
January 24 - 26	<b>Strategic MARKETING</b>	Developing International Market Presence
February 7 - 9	<b>FINANCE</b>	Strategic Management of Financial Services
March 14 - 16	<b>Strategic MARKETING</b>	Integrated Marketing Communication
April 4 - 6	<b>Strategic MANAGEMENT</b>	Strategic Negotiations for Managers
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May 9 - 11	<b>FINANCE</b>	Bank Management and Financial Services
May 16 - 18	<b>Strategic MANAGEMENT</b>	Supply Chain Management at an International Setting
June 13 - 15	<b>FINANCE</b>	The Balkan Economic Environment in Banking and Finance
From October 2013	<b>FINANCE</b>	Hedging Strategies with Derivatives

The programme may be subject to minor changes on recommendation of CITY College, the International Faculty of the University of Sheffield and the Managers Academy.