



INTERNATIONAL TEACHERS PROGRAMME[©]

Innovative Pedagogy in Challenging Times

A TWO-WEEK MODULAR PROGRAMME IN 2017 AND 2018 RUN BY
IAE AIX-MARSEILLE GRADUATE SCHOOL OF MANAGEMENT



with the
support of

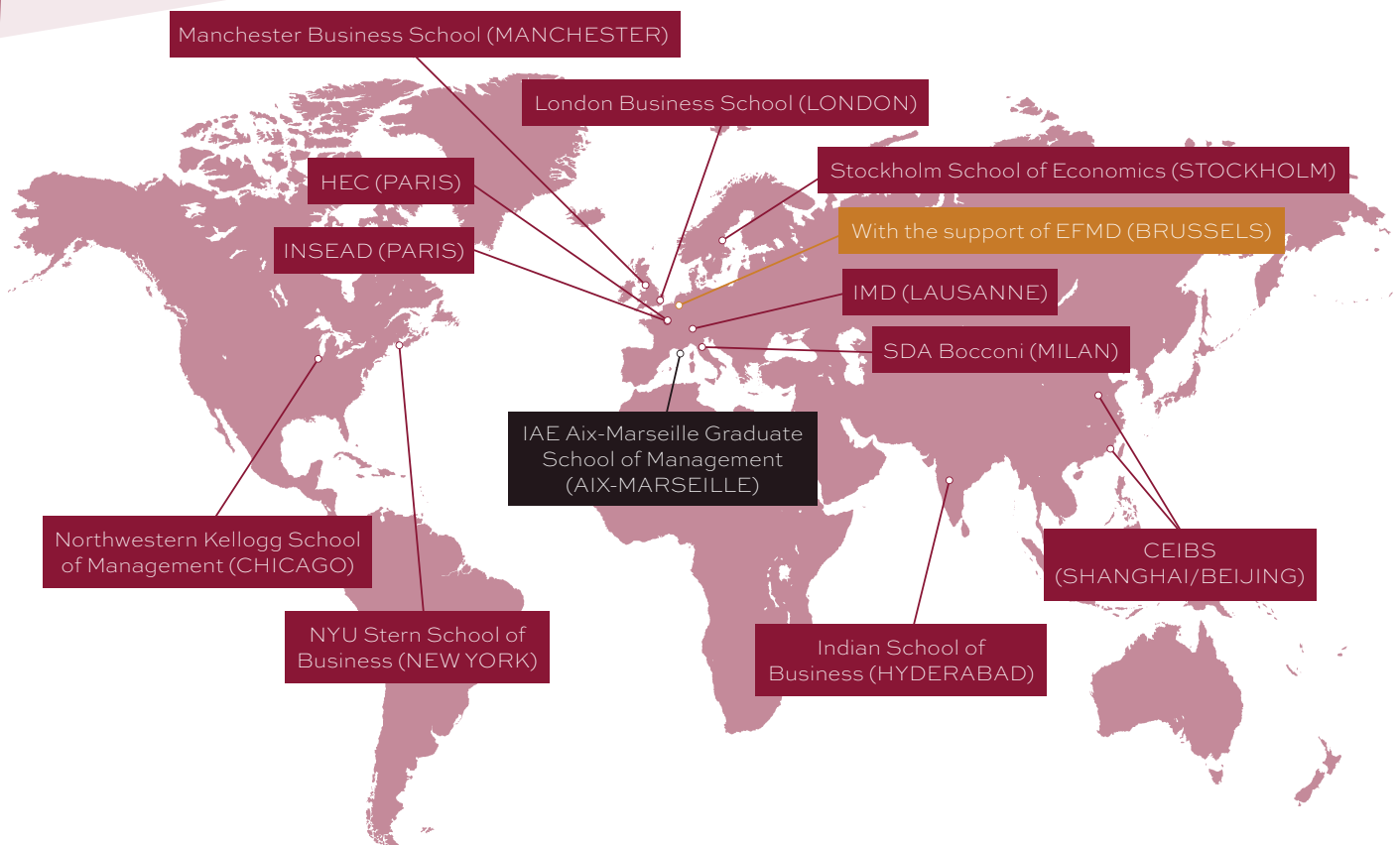


THE INTERNATIONAL TEACHERS PROGRAMME[©] (ITP)

ITP is a faculty-development programme organised by the International Schools of Business Management (ISBM), a group of twelve leading business schools located in Europe, North America and Asia, and supported by the European Foundation for Management Development (EFMD).

ITP has served over 1 000 high-calibre business educators from many countries since it started more than 50 years ago. During this period, the programme has been rotated between ISBM Schools, most recently:

- **ITP 2006-07** IMD (Lausanne)
- **ITP 2008-09** SDA Bocconi (Milan)
- **ITP 2010-11** Kellogg School of Management (Evanston, IL)
- **ITP 2012-13-14** HEC (Paris)
- **ITP 2015-16** China Europe International Business School (Shanghai/Beijing)
- **ITP 2017-18** IAE Aix-Marseille Graduate School of Management (Aix-en-Provence)



WELCOME

Dear Potential ITP Participant,

It is a pleasure to present our leading-edge programme for high potential teachers who wish to invest in their personal and professional growth.

In 1958 Harvard Business School launched the International Teachers Programme®. In 1969, a decisive step was taken by inviting several European management schools to join them in the further development and management of the ITP. A consortium of business schools formed in 1977 the non-profit organisation ISBM. ITP is today its flagship initiative, it is managed every two years by one of the ISBM schools, thus ensuring a continuous update of its content.

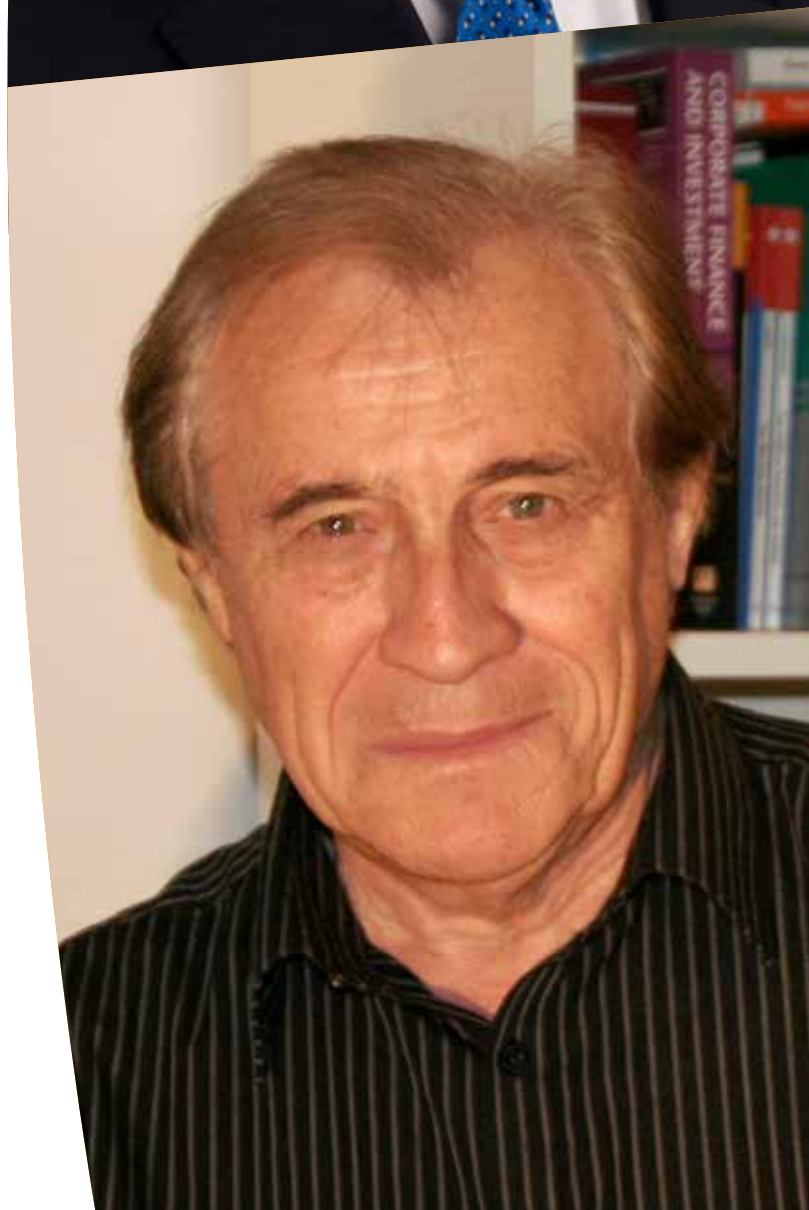
More than a thousand ITP participants have benefited from the experience. Their feedback and subsequent careers show that the enhancing of their teaching skills, the inspiration they got from the programme and the valuable network of colleagues they have built up through ITP has been a very rewarding experience.

It will be a pleasure for ISBM to offer you a similar opportunity in 2017 or 2018.

We hope to see you in January in Aix-en-Provence.

**FERDINANDO PENNAROLA,
CHAIRMAN OF THE ISBM BOARD
OF DIRECTORS,
ASSOCIATE PROFESSOR IN
MANAGEMENT & TECHNOLOGY
AT SDA BOCCONI**

**PIERRE BATTEAU,
ISBM BOARD MEMBER,
EMERITUS PROFESSOR IN FINANCE
AT IAE AIX-MARSEILLE**





PROGRAMME PHILOSOPHY

ITP is an intensive faculty development programme dedicated to helping business educators develop suitable skills and capabilities to be successful in their careers.

Research studies and analysis of the experiences of teachers in their professional lives reveal the importance of professionalisation in a field where everything is open to challenge, from the conditions of an authentic educational experience to the very identity and status of the educator. Indeed we must all ensure that we have the ability to analyse, understand and develop our own teaching style and method: as researchers, of course, but also as educators.

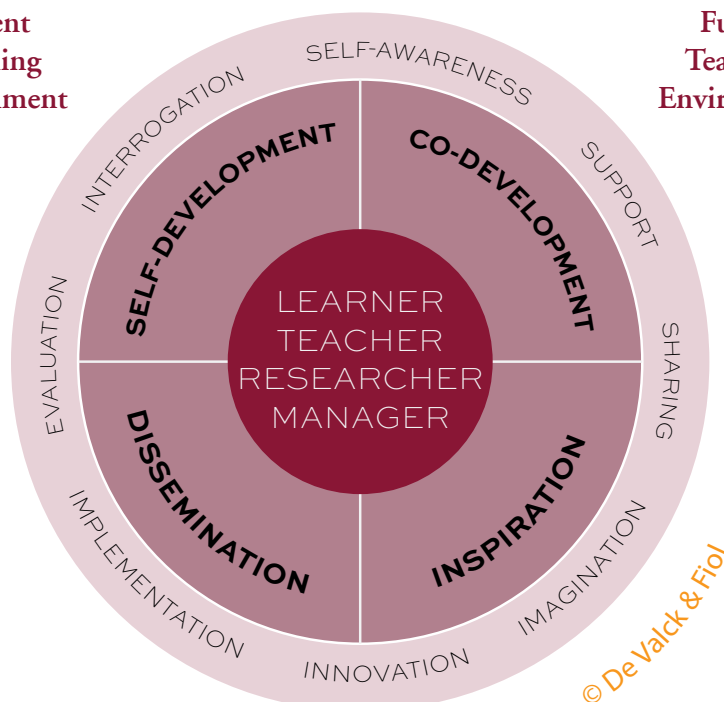
The professionalisation of teachers is a process that involves the acquisition of **knowledge, expertise and a strong level of self-assurance in adult learning situations**; all are crucial requirements which can no longer be ignored.

The diversity of our learners, in terms of training, age, experience, motivation and cultural backgrounds, certainly makes for a more enriching environment, but an environment which is potentially less stable. Organisations are increasingly adopting a systemic approach to management, while the syllabi of our programmes are still too often founded upon simple juxtaposition of our basic disciplines.

THE FOUR EDUCATIONAL AIMS OF THE ITP PROGRAMME

MODULE I
Present
Teaching
Environment

MODULE II
Future
Teaching
Environment



IMPROVING SKILLS

Educators often face the challenge of balancing their research career with their responsibilities as teachers, two activities which are complementary, but which nonetheless require different skills and attitudes.

The ITP experience focuses on the professionalisation process of the participants via four fundamental educational goals: personal development, shared development, inspiration, and dissemination.

Personal development is based on three pillars:

1. Identifying, understanding and applying the appropriate techno-pedagogical variables to the teaching situation.
2. Understanding and assessing the psychological, psychosocial and communicational variables appropriate to the parties involved.
3. Mastering the socio-pedagogical variables.

The personal development goal involves a personalised coaching support for you and your teaching performance during the ITP experience. ITP is also about encouraging a real love for the practice of education, making it as creative as possible and allowing it to become an object of and a field for research.

Shared development refers to a form of development which is built within small groups of peers, wherein each member is both advised by, and adviser to the other members of the group.

Inspiration is driven by a certain number of teachers specialising in adult education. It provides theoretical and practical insights which are original, and aimed specifically at opening up opportunities for new insights and creativity.

Finally the aim of **dissemination** is to prepare you to return to your institution after the programme, helping you to put into practice the things you have learned, and providing some ideas as to how you might share these new techniques and insights with your colleagues.

FACULTY

During the ITP programme you will benefit from the wealth of knowledge and experience of over 20 experts from across the world. Some of these experts are:

- **Pierre Casse (IAE Aix-Marseille)**
- **Eric Cornuel (EFMD)**
- **Aswath Damodaran (Stern-NYU)**
- **Pär Mårtensson (SSE-Stockholm)**
- **Kristine de Valck (HEC-Paris)**
- **Michael Yaziji (IMD)**
- **George Yip (CEIBS & Imperial College)**



PROGRAMME OVERVIEW

TWO PROGRAMME OFFERINGS (2017 **OR** 2018)

JAN
2016

OCT
2016

2017
2018

JANUARY 9TH-15TH

JAN
2017

OCT
2017

JANUARY 8TH-14TH

START OF
ADMISSION

PREPARATORY
MODULE

MODULE I - AIX-EN-PROVENCE
FRANCE

DISTANCE LEARNING

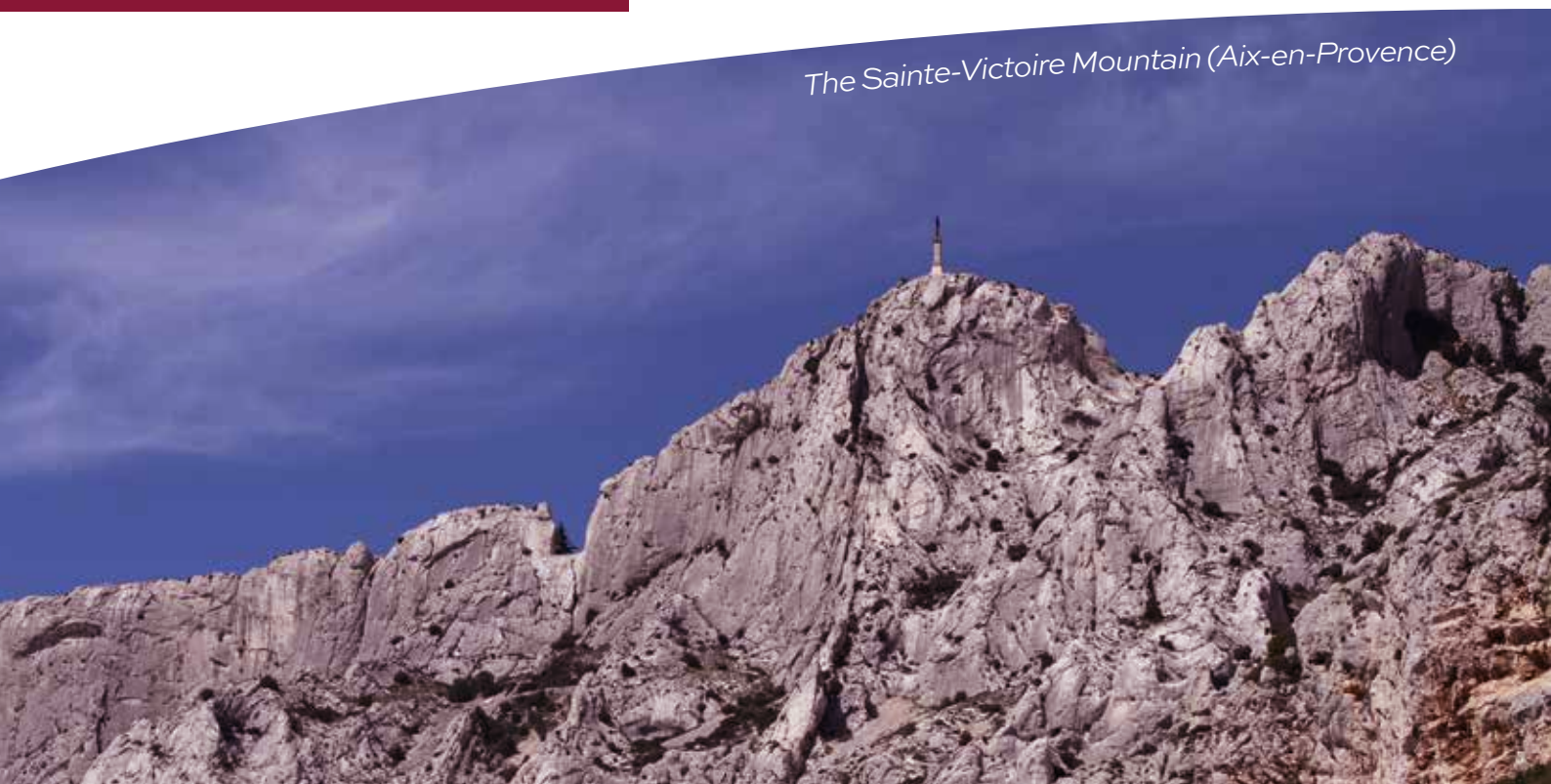
- Get to know yourself (self-assessment)
- Get to know your career opportunities
- Get to know what students expect from you
- Film one/two of your classes

PRESENT TEACHING ENVIRONMENT

- Designing courses & programmes
- Active teaching
- Case based teaching method
- Teaching in a dynamic cultural environment
- Teaching for large groups
- Technology-enhanced teaching and learning
- Bringing research into teaching
- + Collaborative coaching: give & receive feedback, evaluating students
- + Support groups & Professional Development Projects (PDPs)

Please note that these are examples of programme sessions and assignments. This overview is preliminary and not complete.

The Sainte-Victoire Mountain (Aix-en-Provence)



JANUARY-JULY

JULY 3RD-9TH

AUGUST

JANUARY-JULY

JULY 2ND-8TH

AUGUST

INTER MODULE

MODULE II - COLLBATÓ
BARCELONA, SPAIN

ADMISSION TO THE
ITP ALUMNI NETWORK

DISTANCE LEARNING

Professional Development
Projects (PDPs):

- Feedback from coaches
- Feedback from ex-ITP colleagues
- Feedback loop between participants
- Preparation of participant-led sessions 2nd module

FUTURE TEACHING ENVIRONMENT

- Future of management education & research
- Learning methods
- Teaching executives
- Teaching for bachelor, master and PhD
- Dynamics in the classroom
- Managing a degree program

COACHING

Outside the class hours we will offer you the opportunity for 3 hours of individual coaching in two areas: **teaching development and career development.**

The Montserrat Mountain (Collbató, Barcelona)



ACADEMIC DIRECTORS

The academic directors bring their expertise to the pedagogical design, methodology and content. They coordinate all faculty and coaches involved in the ITP programme.



CAROLINA SERRANO ARCHIMI

Carolina (Spain/Switzerland), MA in Philosophy, MBA, PhD in Management from Aix-Marseille Université, is professor of Organisational Behaviour at IAE Aix-Marseille. She's the Academic Council Chair of EuroMBA and has been programme director for over 10 years (5 years of the full-time MBA, 6 years of the MSc in Corporate Communications).

She worked internationally for 12 years in several companies before joining academia 15 years ago. Her research covers trust repair processes, cynicism in the workplace, and social exchange mechanisms between middle and top management. Her major teaching domains are change management, leadership, intercultural management, and process consulting practice. She teaches in a number of international business schools. Carolina is a consultant in organisations, specialist in change management and organisational development, and is regularly involved in executive training programmes for leadership development. She's also a certified professional coach and coach supervisor.

SYBREN TIJMSTRA

Emeritus Professor in International Strategy, Sybren (The Netherlands) has been a part-time faculty member at IAE Aix-Marseille for more than 20 years. He also held a part-time faculty position in Strategy and Change Management at Audencia Nantes School of Management for more than 10 years.

As well as being managing director of TIMS Holding B.V. (interim-management, consultancy in international strategy & management development, business simulations), he delivers in-company training programmes and guest lectures at institutions across the world. He assisted several blue chip companies with the creation of corporate universities.

Sybren has been founder and first director of the Management Development Centre of Nyenrode Business University, Director-General of EFMD, founder and first director of ICSC of Twente University, and Director General of EAP European School of Management in Paris (which merged later with ESCP).



TESTIMONIALS

« ITP offers the unique opportunity to reflect on and develop one's teaching skills with the support and contribution of fellow management educators from around the world.

Through openly sharing teaching experiences and problem solving in difficult pedagogical issues with the other ITP participants, I gained valuable insights into how I could develop my effectiveness as a teacher both in and out of the classroom – insights which I am now putting into practice.

I left with a much broader appreciation of how business and management education is conducted around the world and importantly, how I can contribute to teaching development within my school. »



**NICOLE GILLESPIE,
ITP IN 2003 AT MANCHESTER BUSINESS SCHOOL (UK)
ASSOCIATE PROFESSOR IN MANAGEMENT
AT THE UNIVERSITY OF QUEENSLAND
BUSINESS SCHOOL (AUSTRALIA)**

« ITP provided me with international exposure and also helped me a lot to become more self-confident about my teaching possibilities.

It was an opportunity to rethink and discuss with other colleagues the way I used to teach and how to improve my skills. I also learned a lot just by observing how other colleagues were teaching and trying to help them perform better in front of an audience. And of course, I made good friends among the colleagues I met there. »



**JOSEP FRANCH BULLICH,
ITP IN 1991 AT IAE AIX-MARSEILLE GRADUATE
SCHOOL OF MANAGEMENT (FRANCE)
ASSOCIATE PROFESSOR IN MARKETING
AT ESADE (SPAIN)**

« I attended the ITP Programme when I was starting out in my career as assistant professor in HEC Paris.

The wealth of experience and the peer support I received from the faculty leading the programme helped me to significantly improve my teaching skills and contributed to my rapid progression in my academic career. I have very fond memories from this extremely effective learning experience. »

**DR. YUAN DING,
ITP IN 2001 AT STERN NYU (USA)
PROFESSOR IN ACCOUNTING,
VICE PRESIDENT AND DEAN AT CEIBS (CHINA)**





THE SCHOOL

IAE AIX-MARSEILLE GRADUATE SCHOOL OF MANAGEMENT



Dedicated to education and research since

1955, IAE Aix-Marseille offers graduate programmes (Master, MSc, MBA, PhD) specialising in different management disciplines. IAE Aix-Marseille is the first business school founded in the French university system and is part of Aix-Marseille Université, the world's biggest French speaking University. The School is the first public management institution to be awarded dual accreditation EQUIS (1999) and AMBA (2004). The Research Centre CERGAM is the largest 'producer' of completed Doctoral theses in France.

AIX-EN-PROVENCE

The first residential module in January (2017 or 2018) will take place in Aix-en-Provence. Aix-en-Provence is the heart of the Provence area, which cultivates a mix of cultural heritage, student dynamism and business innovation. Aix-en-Provence lies at the foot of the Sainte Victoire Mountain, the subject of numerous paintings by Paul Cézanne.

COLLBATÓ, BARCELONA

The second residential module in July (2017 or 2018) will take place at Collbató at the business & training centre of the IAE Aix-Marseille partner school EADA. Collbató lies at the foot of the Montserrat Mountain, where the monastery hosts the Virgin of Montserrat, the Patron Saint of Catalonia and one of the only black Madonnas of Europe. The centre is 50km away from Barcelona, the city of Gaudí and Picasso.



IAE Aix-Marseille Graduate School of Management (AIX-EN-PROVENCE)

EADA Collbató Business & Training Centre (BARCELONA)

ENROLMENT

ADMISSION PROCEDURE

The International Teachers Programme® accepts a limited number of participants. Admissions are on a rolling basis. Given the limited number of places available in the programme, we encourage you to apply as soon as possible, and no later than 31 October 2016 for the 2017 edition, and 31 October 2017 for the 2018 edition. Applicants will receive an answer within 3 to 5 weeks.

ADMISSION REQUIREMENTS

Applicants must be proficient in English. All classes and discussions are conducted in English. It is understood that during the on-site modules of the programme, the participant will be free of other duties and will not leave except in emergency situations. The participant declares to have full support from his/her home institution.

PARTICIPATION FEE

The total cost of ITP is 14,500 euros, consisting of 11,000 euros tuition fee (covering tuition, personal coaching and educational materials) and 3,500 euros accommodation fee (covering accommodation, meals, coffee/tea breaks, receptions and local transport). Travel costs, visas - if applicable - and insurance are incumbent on the participants.

PAYMENTS

An invoice for the total amount of 14.500 euros will be sent after confirmation of the participant's admission and is payable within 30 days.

CANCELLATIONS

As attendance of ITP requires significant preparation and demand often exceeds capacity, it is important that you contact us in a timely manner if you must cancel your registration. Full refund of the fee is only given if the cancellation is more than 30 days before the initial programme start i.e. October 31 at the latest. After this date no refund is given but you may nominate a suitable substitute, subject to acceptance by the ITP programme committee.

IAE Aix-Marseille reserves the right to cancel the programme at any time in case of force majeure. In the unlikely event of cancellation, paid programme fees will be refunded, but the school is not responsible for any travel or other related expenses incurred by the programme registrant.

REGISTRATION

[www.itp-schools.com/
programmes](http://www.itp-schools.com/programmes)



Carol Pearson

programme@itp-schools.com

WHO SHOULD ATTEND?

This programme is beneficial for junior and mid-career faculty who teach business and management at any level: Bachelor, Master, MBA, Executive Education, PhD.

ITP is ideal for participants with some prior teaching or coaching experience who are looking to take their capabilities to the next level. You must be highly motivated and committed to excellence, and fully understand the importance of investing in your teaching talents. Most of all, you should believe that an important step toward your personal and professional growth can be achieved by sharing the ITP experience with talented colleagues in a stimulating environment. We cherish diversity, therefore our participants have different academic, personal and professional background.



To apply for admission go to
www.itp-schools.com/programmes

RUN IN 2017 & 2018 BY IAE AIX-MARSEILLE
GRADUATE SCHOOL OF MANAGEMENT



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