



Training Programs for SMEs Managers

Sylvie NOUYRIGAT
European School of Management
ESCP-EAP
Paris London Berlin Turin Madrid

34th ISBC (11-14 Nov. 2007)

Bangkok - Thailand

Training for SMEs Directors ISBC
Bangkok 11-14 November 2007

Key Figures

“Learn everywhere, manage anywhere”

- 5 campuses : Paris London Berlin Torino Madrid
- Accreditations : AACSB, EQUIS, AMBA
- 3500 students, 90 nationalities
- 3000 managers and executive in training



Programs

- Master Grande Ecole
- Master in European Business
- 15 full-time Specialized Masters
- European Executive MBA
- Executive Education

- The composite picture ?
- A specific role ?

The genuine Entrepreneur !

✦ **Strategist**

📖 **Manager (finance, accounting)**

✂ **Technician**

👤 **Human resources specialist**

Σ **Expert in innovation**

📖 **Business intelligence expert**

Marketing

Expert in intellectual property

Corporate lawyer (specialized in social and business law)

Tax expert

Negotiation with: providers, customers, bankers

➔ **International negotiator**

and ... available for any event that may occur during the working day and capable of focusing on his own job!

From training needs to training solutions

- No standardized model
- Individual diagnostic
- Improvement of how the director :
 - Manage his company
 - Leads his staff
 - Delegates responsibilities
 - Plays his own role

Thank you for your attention

For additional information :

snouyrigat@escp-eap.net

SMEs Training programs manager