

Executive Education

AUTOMOTIVE EXECUTIVE DEVELOPMENT PROGRAM

DRIVING THE FUTURE OF THE AUTOMOTIVE INDUSTRY

TWO-WEEK PROGRAM SCHEDULE:

Program Kickoff:

SHANGHAI

APRIL 28, 2017

Week 1:

ANN ARBOR/DETROIT

MAY 1 - MAY 5, 2017

Week 2:

PALO ALTO/SAN FRANCISCO

MAY 8 - MAY 12, 2017

Program will be delivered in English and Chinese with Simultaneous Translation

**Top 5
Global
Provider**

-FINANCIAL TIMES, 2016

By Application Only:

michiganross.umich.edu/autoexecutive

AUTOMOTIVE EXECUTIVE DEVELOPMENT PROGRAM

GAIN INSIGHT INTO THE TRENDS THAT WILL RE-SHAPE THE GLOBAL AUTO INDUSTRY

The Automotive Executive Development Program (EDP) is a two-week program designed to equip present and future auto industry leaders with the knowledge and skills required for transforming the automotive industry in China, North America, and around the world. Competitive market forces and government policies are driving the auto industry to achieve a stronger position in the global economy through advanced manufacturing, innovative supply chain strategies, and technologies such as intelligent and autonomous driving.

Through close collaboration between the University of Michigan-Shanghai Jiao Tong University Joint Institute and the Stephen M. Ross School of Business at the University of Michigan, the EDP addresses the challenges and opportunities of this industry transformation. Kicking off with a 1-day forum at the Shanghai Auto Show, the first week features an in-depth look at the auto industry through company visits and interactions with expert faculty in Michigan, followed by a one week technology-focused immersion exploring cutting-edge trends in vehicle development in Palo Alto California. The program is delivered in English with Chinese simultaneous translation, making it accessible to automotive executives from around the world.

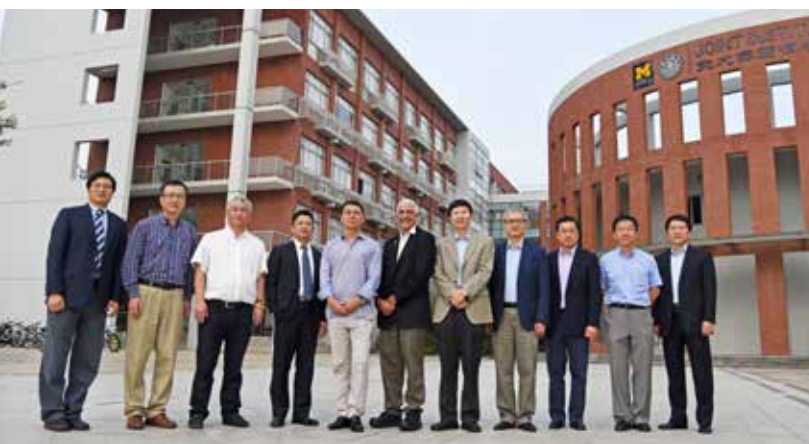
The program delves deeply into the disruptive changes that are dramatically reshaping the auto industry including: intelligent and autonomous vehicles; connected vehicles; clean energy and environmental issues; intelligent and advanced manufacturing; big data analytics and artificial intelligence; intelligent transportation networks, and a changing workforce. The program will also provide in-depth discussions of the strategies that will help participating companies strengthen their core competencies to achieve higher levels of global success.

Individual Benefits

- Gain deep insight into the technology, customer and talent trends that are re-shaping the future of the auto industry.
- Interact with leading experts from business, government, and academia.
- Grow a network of relationships with top executives from across the industry.
- Get to know the North American marketplace through an immersive experience and engagement with customers and key industry players.
- Discover how to lead a global enterprise.
- Gain strategies on how to compete in global export markets.
- Develop powerful strategies and skills for training the next generation of talent.
- Be equipped for more senior level executive roles with a global perspective.
- Develop strategic frameworks for leveraging technology for business growth and transformation.

Organizational Benefits

- Build strategies to shape the future of the industry, not just respond to the change.
- Equip a pipeline of future C-level talent with a broader more global view of the auto industry.
- Prepare high potential executives with a strategic view of the enterprise.
- Build capabilities to leverage customer insights and build a more customer-centric enterprise.
- Gain insights into leading-edge technological and customer trends.
- Build strategies to grow global exports with particular emphasis on how to win in the North American marketplace.
- Equip leaders to attract, retain, develop and motivate talent in an ever-more competitive marketplace.



Who Should Attend

- Executives with 10+ years of experience
- Titles include: VP, EVP, SVP, Director, Senior Director, Managing Director, Owner/Founder
- Currently employed in one of the following areas:
 - Automotive OEM
 - Automotive Tier 1 or Tier 2 Suppliers
 - Technology Industry
 - Finance, Banking or M&A
- Professional Services with an Auto Industry Focus
- Identified as High Potential by employer



The Experience

This highly practical hands-on program combines interaction with world-class experts from industry, government and academia with face-to-face interaction and site visits to top companies. The learning environment is focused on the real-world issues facing auto executives today, with continuous application back to the business challenges of each participating company. The program will emphasize the unique challenges facing global companies looking to compete in new markets, and become leaders who will drive change in the industry, not just respond to it.

SHANGHAI KICKOFF: APRIL 28 2017

- Top speakers including industry CEO's, academic thought leaders, and government policy makers
- Global economic, financial, and technology trends
- The state of the industry
- The state of the customer
- Government policy trends
- Capital investment trends

WEEK 1: ANN ARBOR/DETROIT: MAY 1 – MAY 5 2017

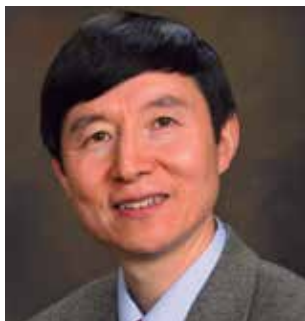
- Strategic transformation
- Growing globally
- Futuristic business modeling
- Rethinking the future of the auto industry with company visits
- Autonomous vehicles and visit to the M City Test Track
- Real-world innovation strategies
- Creating a customer-centric enterprise
- Customer ethnography
- Winning the war for talent
- Company and area visits including Ford Motor Company, Michigan Economic Development, M City Autonomous Vehicle Test Track and others.*

WEEK 2: PALO ALTO/SAN FRANCISCO: MAY 8 – MAY 12 2017

- Sustainability
- Clean energy
- Artificial intelligence
- The connected vehicle
- Electric vehicle and new battery technology
- Company and area visits including TESLA, Google, PARC Xerox, Stanford University and others.*

*actual schedule of company visits may vary

Program Faculty Include:



DR. JUN NI | FACULTY ADVISOR

Shien-Ming (Sam) Wu Collegiate Professor of Manufacturing Science; Professor, Mechanical Engineering; Director, S.M. Wu Manufacturing Research Center, The University of Michigan, Founder and Honorary Dean of the University of Michigan-Shanghai Jiao Tong University Joint Institute.



DR. M.S. KRISHNAN | GLOBAL PROGRAM DIRECTOR

Professor of Technology, Associate Dean Global Initiatives and Executive Education, Accenture Professor of Computer Information Systems and Professor of Technology and Operations at the Ross School of Business, University of Michigan. Thought leader on technology strategy for global companies.



DR. DAVID HUNG | FACULTY DIRECTOR

Professor of Mechanical Engineering, Associate Dean for Graduate Education of University of Michigan-Shanghai Jiao Tong University Joint Institute. Thought leader in advanced powertrain systems, and new energy vehicle technology.



CHERI ALEXANDER

Professor of Management and Organizations, Chief Innovation Officer, University of Michigan Ross Executive Education, Former Chief Learning Officer and President of General Motors University. Thought leader on talent development strategies in the automotive industry.



DR. JOHN BRANCH

Clinical Assistant Professor of Business Administration, Ross School of Business, researcher and thought leader on marketing, branding, and the factors that create positive customer experiences.



DR. JOE ARVAI

Max McGraw Professor of Sustainable Enterprise, Director, Erb Institute, researcher and thought leader on “Triple-Bottom-Line decision making” to deliver the benefits of sustainability to multiple stakeholders.



LAWRENCE D. BURNS

Professor, Engineering Practice Industrial and Operations Engineering. Former General Motors Corporate Vice President of Research & Development and Planning/Strategic Planning. Thought leader on vehicle electrification, “connected” vehicles, fuel cells, bio-fuels, advanced batteries, autonomous driving, innovative concept vehicles, and operations research.



DAVID E. COLE

Chairman Emeritus of the Center for Automotive Research (CAR) in Ann Arbor, Michigan and Chairman of Auto Harvest. He was formerly Director of the Office for the Study of Automotive Transportation (OSAT) at the University of Michigan Transportation Research Institute and an engineering professor at the University of Michigan.



DR. MIAN LI

Associate Professor of Mechanical Engineering (with tenure), University of Michigan-Shanghai Jiao Tong University Joint Institute. Sought after thought leader and researcher in multidisciplinary design optimization and control.



DR. JEFF DEGRAFF

Professor of Business Administration, Michigan Ross, Founder of the Innovatrium, former Dean of Innovation for Domino's Pizza, advisor to Apple, Google, and General Electric. Globally recognized thought leader on innovation.



DR. PUNEET MANCHANDA

Professor of Marketing, Michigan Ross, thought leader on using empirical models to solve strategic business and marketing problems such as resource allocation, launch planning, word-of-mouth marketing and CRM.



DR. ANDREW HOFFMAN

Professor of Management & Organizations, Professor of Natural Resources, Holcim (US), Inc. Professor of Sustainable Enterprise, Education Director of the Graham Sustainability Institute, researcher and thought leader on how corporations respond to environmental issues.



DR. CHENGBIN MA

Associate Professor of Electrical and Computer Engineering, University of Michigan-Shanghai Jiao Tong University Joint Institute. Researcher and thought leader on energy and battery management, wireless power transfer, mechatronic control, and applications in electronic devices, electric vehicles, microgrids and smartgrids.



DR. BRIAN WU

Associate Professor of Strategy (with tenure), Ross School of Business, University of Michigan, Faculty Director of China Initiatives. Researcher and thought leader on the role of firm capabilities in influencing the dynamics of corporate scope and the evolution of industries.



DR. ALAN TAUB

Professor, Engineering, former Ford Motor Company executive in Engineering, Safety, and Material Sciences. Thought leader and researcher in advanced materials and processing, and advanced manufacturing of lightweight material structures for automotive and aerospace applications.





Real Impact

Michigan Ross is committed to maximizing your return on investment. For example, one of the nation's top integrated health delivery systems turned to Michigan Ross to help their mid- to senior-level leaders with the following business challenges:

- Linking core competencies to customer benefits
- Improving strategic agility and leadership
- Assessing, driving, and measuring customer service and satisfaction
- Building high-performance teams

Upon completion of the program, an independent study was conducted to assess the organizational and personal impact of engaging with Michigan Ross. Here is what was found:

- A **310%** return on program investment
- A **SIGNIFICANT REDUCTION** in key service area wait times
- **25%** of participants were promoted within six months of program completion
- **15%** improvement in decision-making
- **16%** improvement in teamwork

The University of Michigan

#1 PUBLIC UNIVERSITY IN THE US - WALL STREET JOURNAL

- Founded in 1817, University of Michigan is one of the first public universities in the U.S.
- 101 graduate programs ranked in the top ten.
- One of only two public institutions in the U.S. consistently ranked in the top ten.
- Top five for research productivity and intellectual capital.
- Over 51,000 students, 5,600 faculty on three campuses from over 100 countries.
- UM maintains a global presence including initiatives in Southeast Asia, Brazil, Russia, India and China.

The Stephen M. Ross School of Business

TOP 10 SINCE 1988 - BLOOMBERG/BUSINESS WEEK

Founded in 1924, the Stephen M. Ross School of Business at the University of Michigan is grounded in the principle that business can be an extraordinary vehicle for positive change in today's dynamic and global economy. As a general management institution, Michigan Ross has earned unqualified acclaim for academic excellence:

- Consistently ranked in the top ten for all degree programs.
- Approximately 230 faculty members who research, consult, and teach in all areas of business.

In addition to top-ranked academic departments in the core business principles, the school provides unparalleled learning opportunities in leadership, entrepreneurship, sustainability, social impact, and emerging economies. Our unique approach — which focuses on action-based learning and interdisciplinary, team-oriented situations — develops leaders and ideas that make a positive difference in the world.

Executive Education

TOP 5 GLOBAL PROVIDER - FINANCIAL TIMES 2016

Michigan Ross Executive Education was recently named a Top 5 global provider by the Financial Times. The FT survey examined the open enrollment programs offered at 75 schools, weighing factors from faculty to follow-up. Among the highlights, Ross excelled with unique course design, renowned faculty, and participants reporting new skills and learning to impact personal and organization performance. We offer 30+ diverse open enrollment offerings and numerous custom programs annually, serving more than 4,000 executives around the world. Ross has locations in Ann Arbor, Hong Kong, Mumbai, Malaysia, Singapore, and Thailand and delivers programs globally wherever our partners request. We invite you to join us for any of our open enrollment or custom program offerings and to experience first-hand the Michigan Ross difference.

Michigan Ross Custom Programs

Ross delivers custom executive development programs for organizations throughout the world. We start by gaining a deep understanding of your business strategy and talent needs, and then work with you to create an experience that develops individual participants, builds networks and relationships, and provides a foundation for culture and organizational transformation. In close collaboration with you, we identify clear business and learning objectives, design learning experiences that align with those objectives, and bring together a world-class faculty team — often including your company's leaders as teachers — to deliver a truly transformational experience for your top talent. And we do all of this with a deep commitment to delivering results and a return on your investment.

No matter your business challenge or strategic priority, Ross can be your partner in success. If you are interested in customized solutions for your company, please contact us to arrange a conversation with one of our managing directors: rossexeced@umich.edu or 001-734-763-1000.

The University of Michigan - Shanghai Jiao Tong University Joint Institute

ANDREW HEISKELL AWARD - THE INSTITUTE OF INTERNATIONAL EDUCATION

The University of Michigan-Shanghai Jiao Tong University Joint Institute (JI) was jointly established in 2006 by two premiere universities, the University of Michigan and Shanghai Jiao Tong University, creating a U.S./Chinese academic partnership with tremendous potential. The goal of JI is to build a world-class educational and research institute in China and foster future researchers/leaders with a global perspective.

As a visionary model of international collaboration in higher education, JI has earned both domestic and international accolades for the success of its pioneering approach to international institutional cooperation. A well-designed ABET-accredited engineering curriculum, high-quality courses taught in English, and a world-class faculty recruited globally create a distinct environment for JI students to learn and grow. The faculty at JI has also developed unique research expertise in the area of vehicle-related new technologies, including green vehicle, new powertrain systems, vehicle/motor control, energy transfer and management, cyber net/Internet of Things.

Experience the Michigan Difference Around the World

The University of Michigan is located in Ann Arbor, a vibrant and sophisticated college town located 50 miles from Detroit and less than 30 minutes from Detroit Metropolitan Airport, a major international hub with non-stop flights from over 115 U.S. and 20 international cities.



Leaders outside the U.S. are encouraged to explore our programs in Hong Kong, Mumbai, and Delhi, which offer access to the same transformational Michigan Ross experiences with less travel. Ross faculty members are excited to come meet you and share their insights, knowledge, and expertise to elevate your skills and advance your career. Enjoy ample opportunities to expand classroom learning with peers and immerse in the unique sights and sounds of these dynamic, thriving cities. Regardless of where you attend, you'll benefit from the same outstanding results-oriented Michigan Ross experience.



Program Fee:

\$29,995 US plus airfare (Includes multiple participant discount, with registration before **January 31, 2017.**)



AUTOMOTIVE EXECUTIVE DEVELOPMENT PROGRAM

DRIVING THE FUTURE OF THE AUTOMOTIVE INDUSTRY

WORLD-CLASS FACULTY | DESIGNED FOR IMPACT | GLOBAL PERSPECTIVE

In this dynamic two-week program, you will engage with the experts and executive leaders who are shaping the future of the auto industry. You will build your network of executive contacts, gain insight and exposure to the North American market, and develop strategies to grow exports and take advantage of technological trends. You will learn new mindsets, strategies and skills to be a more strategic, globally-minded leader, to help you achieve your organizational and career goals.

2 WEEK PROGRAM SCHEDULE:

Program Kickoff:

SHANGHAI

APRIL 28, 2017

Week 1:

ANN ARBOR/DETROIT

MAY 1 - MAY 5, 2017

Week 2:

PALO ALTO/SAN FRANCISCO

MAY 8 - MAY 12, 2017

Program will be delivered in English and Chinese with Simultaneous Translation

**Top 5
Global
Provider**

-FINANCIAL TIMES, 2016

CONTACT US

Michigan Ross Executive Education
Gene Mage, Managing Director, Custom Programs
001 734 763 2835 genemage@umich.edu

UM-SJTU Joint Institute
Kathy Xu, Director, Institutional Advancement
0086 21 3420 3834 kathy.xu@sjtu.edu.cn



M | MICHIGAN ROSS

M
UNIVERSITY OF
MICHIGAN



JOINT INSTITUTE
交大密西根学院