



The University  
Of Sheffield.



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



**Managers  
Academy**

## ACADEMIC PROGRAMME 2015

DATE	TRACK	MODULE
April 24-26	<b>Finance</b>	Hedging Strategies with Derivatives
May 8-10	<b>Strategic Marketing</b>	Managing Brands in a Changing World
July 3-5	<b>Strategic Management</b>	Supply Chain Management at an International Setting
September 18-20	<b>Strategic Marketing</b>	Public Relations Strategies
October 30- November 1	<b>Finance</b>	Financial Statement Analysis
November 13-15	<b>Strategic Marketing</b>	E-Business and Internet Marketing
November 20-22	<b>Finance</b>	Investment Analysis
November 27-29	<b>Strategic Management</b>	Strategic Management for SME: Building and Sustaining Competitive Advantage
December 11-13	<b>Strategic Management</b>	Entrepreneurship: Successfully Launching and Managing New Ventures

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.