

“Educating Leaders to  
Serve a World in Need.”



## About City University

Founded in 1973, City University of Seattle is a private, accredited, not-for-profit university that has awarded over 45,000 degrees and certificates worldwide. Recognized as an educational pioneer, we help students around the globe fulfill their dream of earning a coveted American degree by providing unprecedented access to quality education. Headquartered in the United States with nearly 20 locations throughout Washington and Hawaii, the Canadian Provinces of British Columbia and Alberta, Bulgaria, Czech Republic, Greece, Romania, Slovakia, China, and Mexico, we are truly a global university. As part of our mission, we are committed to building stronger communities worldwide through educational programs that provide global reach and are relevant and sensitive to your local needs.

### City University of Seattle in Slovakia

City University of Seattle began its operations in Slovakia in 1991, two years before the Slovak Republic came into existence as Europe's newest nation. Since its establishment, City University of Seattle in Slovakia has successfully completed the process of local recognition and accreditation and has become a fully respected educational institution in Central Europe. Since 1999, CityU has also offered its programs through Vysoka Skola Manazmentu (VSM), the first accredited private university in Slovakia established by Slovak law and fully recognized by the Ministry of Education of the Slovak Republic.

[www.vsm.sk](http://www.vsm.sk)

City University presents  
The 2014 Executive Seminar Series

## Executive Mindset: Competitive Strategy Development



**VYSOKÁ ŠKOLA  
MANAŽMENTU**

**CityUniversity**  
of Seattle





## The Executive Seminar Series

The City University Executive Seminar Series brings the challenging Capsim® Capstone course to business leaders and executives from throughout the Bratislava area for concentrated sessions in business strategy.

The Capsim® Business Simulation Experience is taught in more than 600 universities throughout the world, including Harvard, Penn State and Stanford University. Corporations including Microsoft, Caterpillar and General Electric Co. implement the seminar as part of their executive training programs.

Engaging and collaborative classes are divided into teams that each work together to focus on research and development, finance, production and marketing — all the key elements that interact to build successful, profitable businesses.

Led by Jim Marchbank, entrepreneur, businessman and CityU faculty member, the sessions provide intense, dynamic and interactive training during which executives work in teams to face complex and rapidly evolving real-world scenarios. You will be able to put what you know and what you learn to the test through team competition in modeling, analysis and strategic planning — all in the safety of fun, simulated exercises.

## Key Benefits

*Participants will:*

- > Enhance and challenge decision-making skills;
- > Strengthen strategic thinking and planning;
- > Compete as part of a team in fast-paced, real-world scenarios;
- > Integrate all business functions to achieve success;
- > Network with executives from other leading Bratislava businesses and organizations.

### Two Day Program

Thu. May 22, 8:30 a.m. – 6 p.m.  
Fri, May 23, 8:30 a.m. – 5 p.m.

## Who Should Attend?

This two-day program is appropriate for your business or organization's mid-level executives with several years of corporate experience. The seminar is limited to **18 participants**.

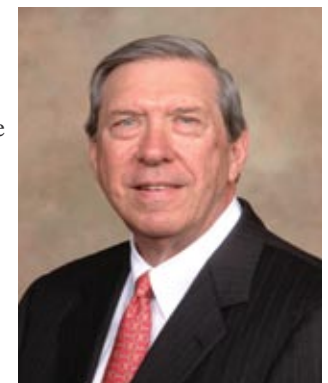
## Registration

There is **no cost to you**. The City University Executive Seminar Series is brought to you **free of charge**

To register or learn more, call **0903 288 297** or e-mail **abusikova@vsm.sk**. RSVP by **May 14**.

## Seminar Leader: Jim Marchbank

Jim Marchbank is a seasoned business professional with more than 14 years of Fortune 500 management experience, including positions with Exxon. Additionally, he is a successful entrepreneur, owning his own company, Available



Communications Inc., for 27 years until its sale in 2008. Marchbank then pursued a second career in academics at Fontbonne University focusing on management, business strategy and human resources. In July 2010, he taught business strategy for an MBA program in Bangkok, and he is currently teaching business strategy in Bratislava, Slovakia.

Marchbank recently coached a team of Capsim® students that made the program's global Top 10 List, achieving scores in the top 10 percent of all Capsim® teams in the world using the Capsim® Foundation course.

Marchbank will be assisted by additional CityU business faculty.