

Blended*

ADVANCED MANAGEMENT PROGRAM

Become an All-Rounded Executive

APPLY NOW 



*Blended delivery combines both live-online sessions and on-campus sessions.

Program Overview

In times of emergent digitalization, constant shifts in customer behaviors, and unforeseen events with global impact, the way companies compete is changing in every industry, and “business as usual” is not an option anymore.

The quest for sustainable advantages predominantly relies on constructing innovative business models, nurturing an enabling culture, laying out sound financial strategies, and promoting effective leadership.

Such challenges warrant the increasing demand for business leaders who are agile and resilient. Senior leadership must be able to develop a pertinent vision, communicate it and motivate others while making advances in strategy and leadership.

The Advanced Management Program is designed to enable a shift in leadership perspective and a reevaluation of strategies to unlock business growth. Participants will become more tuned into the dynamics of their relevant business environment and will acquire the ability and agility to seize upon fleeting opportunities inside and outside their organizations.

The Program employs a mix of learning methods, weaving together real-world practice with state-of-the-art experiential learning sessions, peer learning, personal assessments, and individual and group coaching.

This program is set to catapult your profile to new heights.

Key Benefits



Program Outline

1 Business Model Innovation in the Digital Age

12 Hours

Participants will be exposed to the concept and practice of business model innovation, its defining elements, and a “Navigator Chart” that will allow them to audit their existing model and define a new destination with a tried and tested successful method.

2 Innovation Culture

6 hours

Participants will learn how to use the MIT six building blocks of innovation to build a culture of enablement that allows the effective implementation of winning business models.

3 Reverse Financials

9 hours

To enable the prioritized business strategy, participants will be exposed to various techniques for optimal investment and financial decisions that cover both capital and financial structures.

4 Authentic Leadership and Coaching

9 hours

Participants will develop a clear understanding of what coaching is, as a new leadership style, and how to create better results through collaboration and empowerment.

Program Highlights



- Interactive learning
- Real-world case studies and applications
- Dynamic Group and peer to peer discussions
- Coaching activities

[CLICK HERE](#) for a detailed schedule.

Coaching and Follow-up

Pre-program:

- Prior to the start of the program, participants will complete a one-hour online CliftonStrengths talent assessment, which covers 34 themes representing each participant's talent DNA. The themes explain the ways participants most naturally think, feel and behave. Results, interpretations, and reflections will be discussed in class.

Post-program:

- A one-hour individual online coaching session will be scheduled within one month of the program end date.
- Annual alumni meetings with sessions on trending topics.

Who Should Attend?

- Senior managers and directors in corporates and SMEs.

Program Fees

The tuition fee for the program is

for Egyptians	EGP 39,600
for Non-Egyptians	USD 1100

[CLICK HERE](#) for payment options

Admission Criteria

- Bachelor's degree
- Proficiency in written and spoken English
- Eight years of relevant work experience is preferred

Certificate

Participants who successfully attend 75% of the total hours of the program will be granted a 'Certificate of Attendance' from the AUC School of Business.



Scholarship Opportunities

Supporting our participants in their pursuit of lifelong learning is of paramount importance to us. For this reason, we offer a variety of scholarships to help support your professional development. Explore our scholarship options to find one that suits your circumstances.

◆ Alumni Advantage Program

Rekindle your passion for learning with our exclusive Alumni Advantage Program. As a valued AUC or AUC School of Business Executive Education alumnus, we invite you to benefit from a 10% discount on our diverse Executive Education programs, whether in-person, blended, or online. This distinctive offer adheres to our standard admission requirements and underscores our commitment to supporting your ongoing professional development.

◆ Exclusive AUC Alumni Benefits

Rekindle your passion for learning with our exclusive benefits:

- AUC Alumni Advantage Program: As a valued AUC alumnus, we invite you to take the first course in our diploma programs complementary - free of charge or enjoy a 10% discount on our diverse Executive Education shorter programs, available in-person, blended, or online.
- School of Business Executive Education Alumni Discount: AUC School of Business Executive Education alumni receive a 10% discount on any of our Executive Education programs.

These exclusive benefits, adhering to our standard admission requirements, underscore our commitment to supporting the lifelong learning journey and professional development of our alumni.

UN Women Scholarship

Through our partnership with UN Women Egypt, we are proud to offer a **50% scholarship for women professionals joining this program.**

This activity falls within the framework of the UN Women Egypt-International Labour Organization (ILO) programme "Promoting Productive Employment and Decent Work for Women in Egypt, Jordan and Palestine" and the UN Women's program on "Women's Economic Empowerment in Egypt", implemented in partnership with the National Council for Women (NCW), Ministry of Labor in Egypt, and Ministry of International Cooperation in Egypt. These programmes are implemented with the generous support of the Swedish International Development Cooperation Agency (Sida) and the Korean International Cooperation Agency (KOICA).

This initiative is organized by AUC Egypt Women on Boards Observatory in collaboration with UN Women Egypt.

**** Limited seats are available on a first-come, first-served basis.**

For the eligibility criteria and the FAQs, [CLICK HERE](#)



Flexible Payment with Valu

To further support your professional journey, we offer flexible payment options through valu.

You can spread your Executive Education costs **over 6-60 months at a 1% monthly interest rate.**

Quick approval and no down payment are required.

For more details, please contact us at **16671**.

This service is exclusive to Egyptian nationals.

valu*

Our Commitment

No matter where you are in your professional journey, at the AUC School of Business Executive Education, we design programs that support you every step of the way. There's always something to learn at every stage of your career lifecycle. From the moment you start your journey, and throughout your career trajectory, we design our programs to enrich your knowledge and extend the horizons of your vision. At the AUC School of Business Executive Education, our mission is to help you reach your growth goals of self-fulfillment and actualization.

Our programs provide a world-class experiential learning track in a collaborative environment of like-minded individuals. You will learn from acclaimed faculty members who deliver uniquely designed programs that offer practical solutions to business challenges. Ultimately, you will emerge with a new perspective that disrupts the status quo and generates creative solutions.

AUC School of Business

Acting as a knowledge bridge between Egypt and the rest of the world, the AUC School of Business boasts an unrivaled reputation as the top private business school in Egypt and one of the best in Africa and the Arab world. Belonging to the 1% of business schools worldwide endowed with a “triple-crown” accreditation (AACSB, AMBA, and EQUIS), the School is dedicated to shaping the business leaders, entrepreneurs, and change agents of tomorrow by harnessing leadership, integrity, ambition, and excellence.

AUC School of Business Executive Education

The AUC School of Business Executive Education was established in 1977 as a center of excellence to provide Egypt and the wider region with specialized executive education programs by offering open enrollment programs and business solutions to individuals and corporates.

Constant evolution and reinvention is the hallmark of our mission as we drive ourselves forward to increase our impact, maintain our relevance, and reflect the ever-changing business environment.

The School of Business has been ranked by the Financial Times (FT) as one of the best business schools worldwide that offer open enrollment executive education programs since 2013, ranking at 62 in 2023.

The AUC School of Business Executive Education is equipped with a full-fledged business solutions unit, with off-the-shelf and customized training programs, as well as coaching and assessment services.

The team works to facilitate, enable, and partner with businesses striving to achieve organizational excellence.



The American University in Cairo
School of Business, Executive Education

AUC Avenue, P.O. Box 74
New Cairo 11835, Egypt

 15592

 execed@aucegypt.edu

 business.aucegypt.edu/execed

