



FIRST TIME MANAGER PROGRAM

SUCCESS FROM DAY ONE

 15592

 execed@aucegypt.edu

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Program Overview

New managers who acquire the necessary tools and skills at the very beginning of this stage in their careers are set to become effective leaders. Their performance will impact their teams' productivity and morale, which will subsequently affect an organization's operational efficiency and bottom line.

The First Time Manager Program provides participants with the required foundational functional knowledge and key interpersonal skills needed to successfully manage their new roles and responsibilities

Learning Outcomes



- Explore the core functions of management in organizations and assess the difference between management and leadership
- Develop the most important 21st century managerial skills, focusing on problem solving, critical thinking, creativity and innovation
- Discuss the effects of the technical, interpersonal and cognitive skills on efficiency and effectiveness
- Analyze effective managerial traits and experiment with participants' own strengths and challenges
- Explore the components of financial statements: balance sheet and profit and loss
- Identifying the different types of costs and how it affects pricing
- Define the role of marketing in generating customer value and growth of the organization
- Describe common segmentation approaches, showing how organizations use the marketing mix to market to their target customers
- Explore the business case of coaching and why organizations are adopting it across the world
- Practice different coaching models for effective workplace performance

Program Overview

Learning Outcomes

Program Highlights



The program will span a period of four weeks, with 11 sessions, each extending for 3 hours. Sessions will be facilitated in a live virtual online format. The total duration of the program is 33 hours. A full schedule will be shared upon registration.

Participant Profile

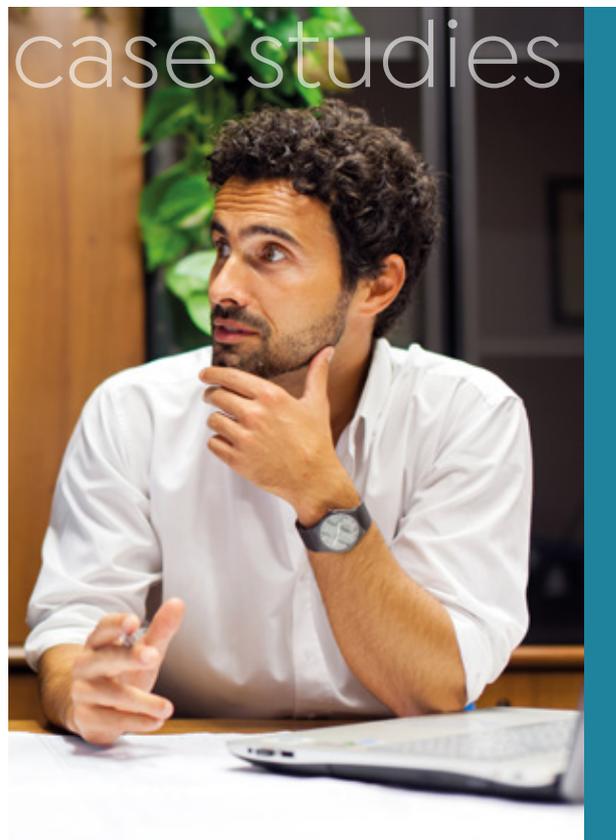


This program is designed to address the developmental needs of professionals considering a transition into management, newly promoted managers and supervisors.

Program Highlights

Participant Profile

real-world
case studies



Program Outline



1. Effective Management Skills (15 hours)

Participants will be discussing the core functions of management in organizations and the difference between management and leadership; relevant 21st century skills with focus on problem solving, critical thinking, creativity and innovation; differences between technical, interpersonal and cognitive skills and their effects on efficiency and effectiveness; and finally, participants will be able to analyze their managerial traits and understand their own strengths and challenges.

2. Financial Statements Essentials (6 hours)

This topic will introduce participants to the fundamentals of finance that include reading financial statements, how to improve financial performance and increase profitability, triggering financial risks, what are the main sources of finance (advantages and disadvantages of each) in order to optimize capital structure, and finally, the overview of costing to help participants know how to price their products/services and when to achieve a breakeven point.

3. Connecting with Customers (6 hours)

Marketing is a vital business function that is necessary in nearly all industries. Successful marketing strategies help in not only understanding the consumers and their needs, but also in boosting sales, building company reputation and fostering healthy competition. This topic will provide participants with the opportunity to explore the role of marketing and recognize the importance of having a well-balanced marketing mix.

4. The Manager as a Coach (6 hours)

Providing managers with coaching skills training is an essential step in the workplace nowadays. Effective managers use coaching to establish clear expectations, assess performance, deliver feedback and create confidence and engagement across their teams

Admissions Criteria



Minimum two years of working experience.

Program Fees and Registration

The program fees are **EGP 9,900***

This includes total tuition costs, materials and a certificate.

*For payment options, please refer to the payment section FAQs on our website or contact us on 15592

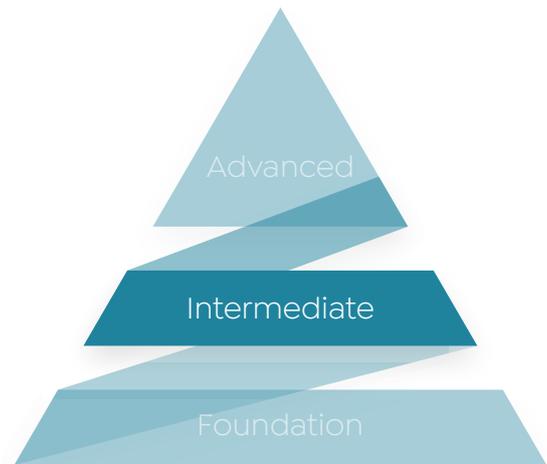
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Our Commitment

The AUC School of Business is committed to empowering all those in search of knowledge, growth and excellence. No matter where you might be in your journey, we will strive to support you through each and every step.

At every stage of your professional career, there's something to learn. From the start of your journey as a young professional to the apex of your career as an expert, we've tailored programs that will enrich your knowledge and extend the horizons of your vision.

Consecutively since 2013, the School of Business has been ranked by the Financial Times (FT) as one of the best 75 business schools worldwide offering open enrollment executive education programs. Ranking at 67 in 2020 and maintaining a leading position as a regional platform for world-class education, the School further imprints its international positioning on the world map as the only ranked school in the Arab region and one of only three in Africa.



Admission
Program Fees and Registration

About AUC School of Business

Acting as a knowledge bridge between Egypt and the rest of the world, the AUC School of Business boasts an unrivalled 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.

Executive Education

Established in 1966, the School of Business Executive Education has cemented its position as a pioneer in the area of management development, supporting the development needs of professionals and executives in private and public sector organizations. The programs are fuelled by a commitment to excellence and a sense of responsibility towards developing the community’s business leaders, entrepreneurs, policy makers, and society at large.

The AUC School of Business Executive Education is also equipped with a full-fledged business solutions unit. With off-the-shelf and customized training programs, as well as coaching and assessment services, the unit works to facilitate, enable and partner with businesses striving to achieve organizational excellence

knowledge, growth
and excellence





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