Program Overview

In today’s VUCA world, change and innovation are the main constants, and potential value creation, albeit growing, is challenging and demands effective management. Managers are required to broaden their competencies, have a far more panoramic view on how business works, while simultaneously managing growth and uncertainty, creating new markets, energizing and leading people towards a common goal, and successfully navigating through radical change.

The Senior Executive Diploma provides middle and senior managers with a comprehensive overview of best-practice management in a broad range of areas. It is designed to look at both components of management skills; hard skills on one side; dispelling any uncertainties about subjects like finance, economics, and strategy, and soft skills on the other; helping managers reflect on themselves and evaluate their approach, techniques and how they manage people and cultures.

Participants will transcend looking at business functions as silos and will be able to connect the dots, analyzing the business environment in a holistic way to come to relevant conclusions and make good business decisions.

They will also develop an understanding of digital innovation, where they will learn how to evaluate and lead digital transformation initiatives.

This diploma is a relevant qualification that will help managers elevate their profile and acquire the practical skills needed to deliver genuine, bottom-line value for their organizations.

Learning Outcomes

• Create a guiding vision while integrating and managing various organizational functions, levels, processes and teams (people) to create value
• Apply key financial principles in real-world contexts
• Examine and reflect on issues central to the world we live in; namely how the economy functions, and how resources are coordinated to achieve business objectives
• Learn to use data to make informed decisions
• Formulate winning business strategies based on a robust analysis of the business environment
• Demonstrate customer-centricity in setting commercial direction, and in managing operations
• Develop powerful and effective business plans, and manage strong execution programs
• Explain the domains of digital transformation in the broader context of digitalization
• Analyze digitalizing companies, markets and industries in cases, to enable informed decisions
• Develop 21st-century skills: critical thinking, communication, collaboration and creativity
Program Highlights

- 7 core courses
- 3 business acumen courses
- Real-world case studies and applications
- Dynamic group and peer-to-peer discussions
- Business-oriented assignments and projects

Participant Profile

- Middle functional managers looking to develop the essential set of cross-functional skills and capabilities needed to move up in the organization's managerial positions
- Experienced managers moving or aiming to move into business leadership positions, and looking to boost their leadership capabilities
- Business Development Managers with specific needs to understand multiple business disciplines
- Family leads who are assigned influential roles in their family business
- Management consultants who are looking to establish relevant cross-functional skills
- Managers of other functions, who are looking for a career shift

real-world case studies
Program Outline

A. Core Courses

• Organizational Management (24hrs)

Explore multiple facets of management; organizational behavior, process management, corporate governance, change management, and project management.
Use relevant methodologies, tools and processes to improve management skills and enable effective assessment and adjustment of operational processes and strategic goals.

• Managerial Economics (24hrs)

Explore types of competition in the marketplace, review the drivers of demand and supply, and design a pricing and competitive strategy in line with the market structure.
Examine the economic approach to critically analyze and optimally solve key business and managerial problems.

• Financial Management (24hrs)

Explore how to read/analyze/manage financial statements, classifying different types of costs, and how to make financial decisions and compare different investment opportunities, as well as how to optimize capital structure in view of availability/cost/tenure of each source of finance.

• Strategic Management (24hrs)

Examine a wide array of strategic tools and frameworks and explore their application in a broad range of competitive situations.
Understand the process of strategy development and execution from environmental and competitor analysis, through crafting a competitive position, to strategic agility, innovation and implementation.

• Marketing Management (24hrs)

Understand the components of an effective strategic marketing plan, covering key concepts and processes, from analyzing the business environment through formulating winning marketing strategies, to effective execution of marketing programs.
• **Digital Innovation (24hrs)**

Understand digital transformation and acquire the needed knowledge to manage digital transformation initiatives.

Participants will be exposed to different Digital Business Models and Strategies, applying relevant tools like the Competitive Value Train, Platform Model Map, and Digital Audits.

• **Managing People (24hrs)**

Address people management from three different perspectives; intrapersonal, interpersonal and organizational, exploring relevant models, strategies and tools for developing professionals who can contribute more and stimulate change in a humanistic way, tapping into people’s full potential.

* **B. Business Acumen (Self-Paced Online)**

Effectively operating within a business setting and having a positive contribution requires a certain set of skills and competencies.

The business acumen courses explore critical 21st-century skills needed for today’s business world, enabling passion and speed in dealing with different business situations.

In addition to the core program of seven courses, participants need to choose three courses out of a dynamic list of business acumen topics.

• Design Thinking
• Crisis Management
• Personal Branding
• Organizational Change

*The list of topics is dynamic; participants will need to check available courses at the time of admission.*
Admissions Criteria

• A Bachelor’s degree.
• A minimum of 8 years of relevant work experience.
• Proficiency in written and spoken English

Program Fees and Registration

• Core program courses fees: 9,600 EGP per course
• Business Acumen online course fees: 2,000 EGP per course
• Total program investment: 73,200 EGP*

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

REGISTER HERE
Program Logistics

- All core courses are split into 3hrs sessions, conducted twice per week.
- The 7 core courses are conducted sequentially one after the other.
- Participants need to complete one business acumen course per semester, in order to complete the required three courses throughout their academic year.
- Optimum program length: a total of 28 weeks spread over a full academic year.

Participants are advised to complete their certificate within the same cohort to maximize the value of group dynamics and program coherence.

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.
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.