

Blended\*

# SENIOR EXECUTIVE DIPLOMA

*Expand your Business Acumen*

APPLY NOW 



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

## Program Overview

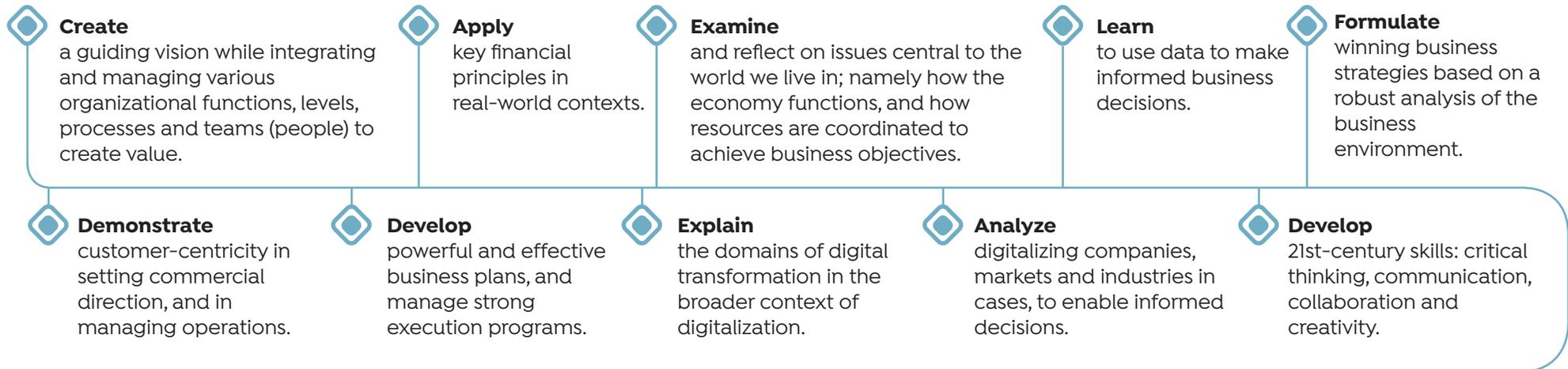
In today's VUCA economy, change and innovation are the main constants. The growing potential for value creation in a challenging environment demands effective management, broader competencies, and a panoramic view on how business works. Today's managers are required to achieve growth in the midst of uncertainty, create new markets, energize and lead people towards a common goal, all while navigating through radical change.

The Senior Executive Diploma is designed to provide middle and senior managers with a comprehensive understanding of best-practice management in a broad range of areas. The program will explore both components of management skills; Hard skills in finance, economics, and strategy, and soft skills that allow managers to self-reflect and evaluate their approach towards managing people and cultures.

Participants will gain a comprehensive view of business functions and connect the dots, holistically analyzing the business environment, and making sound business decisions. They will develop an understanding of digital innovation, where they will learn how to evaluate and lead digital transformation initiatives.

This program will allow managers to elevate their profile and acquire the practical skills needed to deliver genuine, bottom-line value for their organizations.

## Key Benefits



## Program Highlights



- Real-world case studies and applications and simulations
- Dynamic group and peer-to-peer discussions
- Business-oriented assignments and projects

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

*In exceptional circumstances, participants who are unable to attend on campus sessions will be accommodated.*

# Program Outline

## 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.

### Economics for Business

(9hrs)

Economics for Business is the science and art of utilizing macro and microeconomic analyses in formulating and executing corporate strategy.

Participants will learn how the macroeconomic machine functions and how it influences key variables, such as the policy interest rate and the exchange rate.

Furthermore, participants will learn how to deploy natural and synthetic hedging strategies to manage macro/micro-level risks

### Financial Management

(24hrs)

Explore how to read/analyze/manage financial statements, classify 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.

## Program Outline

### 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 the effective execution of marketing programs.

### Digital Innovation

(24hrs)

Understand digital transformation and acquire the required 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.

### Business Acumen Online Self-Study (3 Courses)

Effectively operating within a business setting and making a positive impact requires a certain set of skills and competencies. Explore critical 21st-century skills needed for today's business world, enabling passion and speed in dealing with different business situations.

For the most updated list of Business Acumen courses, [CLICK HERE](#)

## Who Should Attend?

- **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** looking to establish relevant cross-functional skills.
- **Managers of other functions** looking for a career shift.

## Program Fees

| courses                            | Hours      | for Egyptians     | for Non-Egyptians |
|------------------------------------|------------|-------------------|-------------------|
| Core program courses fees          | (24 Hours) | EGP 11,300        | USD 550           |
| Economics for Business course fees | (9 Hours)  | EGP 4,200         | USD 200           |
| Business Acumen online course fees |            | EGP 2,500         | USD 150           |
| <b>Total Program Investment</b>    |            | <b>EGP 79,500</b> | <b>USD 3,950</b>  |

[CLICK HERE](#) for payment options

## Admission Criteria

- Bachelor's degree.
- Proficiency in written and spoken English.
- A minimum of six years of relevant work experience is preferred.

## Certificate

Participants who successfully fulfil the program graduation requirements will be granted a 'Certificate of Completion' from the AUC School of Business.

Attendance Requirements: A minimum attendance of 75% is required in each course to qualify for graduation.



## 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.

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

### ◆ 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.

## 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.




## 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.



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