SENIOR EXECUTIVE DIPLOMA

Expand your Business Acumen

APPLY NOW
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**

- **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 business 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**

- **3 Hour Sessions**

- **28 Weeks**

- **Twice per week**

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

_A full schedule will be shared upon registration_

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

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, 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 Self-Paced Online (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

Admission Criteria

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

Certificate

A certificate of Completion from the School of Business will be granted to participants who complete at least 75% of the program’s total hours

Program Fees

- Core program courses fees: **EGP 9,600** per 24hrs course
- Business Acumen online course fees: **EGP 2,000** per course
- Total program investment: **EGP 73,200**

[CLICK HERE](#) for payment options
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 experience 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.

We offer a range of open enrollment programs and business solutions to individuals and corporates. The hallmark of our mission is constant evolution and reinvention, as we drive ourselves to maximize our impact, maintain our relevance, and stay ahead of the ever-changing business environment.

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. In 2020, the AUC School of Business Executive Education ranked 67th, maintaining its position regionally as a platform for world-class education and globally as the only ranked school in the Arab region and one of only three in Africa.