SENIOR EXECUTIVE DIPLOMA

ELEVATE YOURSELF ALONG WITH YOUR CAREER
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 online business acumen courses
- Real-world case studies and applications
- Dynamic group and peer-to-peer discussions
- In-class exercises
- 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
A. Core Courses

- **Organizational Management** (24hrs) *(BGSE 521)*
  
  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) *(BGSE 522)*
  
  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) *(BGSE 523)*
  
  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) *(BGSE 524)*
  
  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) *(BGSE 525)*
  
  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) (BGSE 526)

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) (BGSE 527)

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 (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 eight courses, participants need to choose three courses out of a dynamic list of business acumen topics.

• Design Thinking (BOBA 501)
• Emotional Intelligence (BOBA 502)
• Crisis Management (BOBA 503)

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

- Bachelor’s degree
- A minimum of 8 years of relevant work experience
- Proficiency in spoken and written English. A proof of English proficiency is needed, through one of the following qualifications:
  - A high school degree from an international school where English is the primary language of instruction,
  - Or a degree from an English-speaking college/university,
  - Or Test of English exam credentials with the following minimum results:
    - TOEFL iBT® test with a minimum total score of 72
    - Academic IELTS with a minimum total score of 5.5
    - Standard English Proficiency Test (SEPT) with a minimum level of B2A.
      The SEPT exam is available every Saturday at AUC Falaki Academic Building. For SEPT exam registration, please visit 24 El-Falaki St., Downtown.

Program Fees

- 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

Online Registration

Registration for the Spring semester (starts February 2020) is now open and will close on January 23, 2020.

For online registration, please click on the following link:
https://bit.ly/33oxe0D
Program Logistics

- All core courses are split into 3hrs sessions, conducted twice per week.
- The 7 core program 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.

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<th>Semester</th>
<th>Spring</th>
<th>Summer</th>
<th>Fall</th>
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<tbody>
<tr>
<td>Course (BGSE)</td>
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<tr>
<td>Business Acumen</td>
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Participants are advised to complete their certificate within the same cohort to maximize the value of group dynamics and program coherence.

Locations

AUC NEW CAIRO
(Mondays and Thursdays)
AUC Avenue, P.O. Box 74
New Cairo 11835, Egypt

AUC TAHRIR SQUARE
113 Kasr El Aini St., P.O. Box 2511
Cairo, 11511, Egypt

OFF-CAMPUS
Sheikh Zayed City

The February program cohort will be conducted in the highlighted location(s) above; candidates are advised to check the program webpage periodically for information on availability in the other locations and their timings.
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.
The AUC School of Business Experience

In line with our new slogan “BUSINESS RECONFIGURED” and with a commitment to quality, excellence and innovation, the AUC School of Business acts as a catalyst for organizational change and excellence. Our executive education programs are a key channel to serve, connect and support our corporate stakeholders and society at large.

The School of Business is firmly committed to quality, the crest of the AUC. To offer the “Best in Class” programs, we are in a dynamic pursuit to regularly update content and teaching methods, as well as introduce new programs that reflect the changing requirements of the job market, all while leveraging the AUC quality brand.

Our programs stem from real-life needs and are developed to complement each stage of the participants’ learning journey, adding distinct value and knowledge to each and every applicant.

Top-tier Facilities
Extending over 260 acres, our state of the art New Cairo campus was crafted as an inclusive space encompassing everything from technologically advanced study areas and pioneering research centers to fully equipped training rooms and office spaces.

A Knowledge Hub
Home to the largest English language collection in Egypt, the AUC library is the hub of study, research and exploration on campus. Expert research librarians are always available to assist you in hunting down information, whether in a book, online, or in a document in another library across the world.

Prominent Faculty
Home to some of the most notable scholars in the region, members of the AUC faculty provide a wealth of professional experience, international qualifications and specialized expertise making their contributions of unparalleled value to our programs.

Influential Graduates
The AUC School of Business fosters communities of forward-thinking individuals, eager to interact, connect and exchange knowledge. ExecEd participants gain access to an impressive network of Alumni, all committed to self-development, organizational excellence and impact.

* ExecEd participants have access to both the library and e-library while on campus.

* School of Business Faculty design and/or deliver ExecEd programs.