

## **Certified Senior Executive Management Program**

### **Program objectives**

In today's complex, fast-paced, competitive environment, senior executive must be adept to moving quickly to cope with these changes and enhance the capabilities of their organizations. This high level 144 hours executive program, designed for business professionals, managers, and leaders from many different functions who strive for professional and personal growth. Programmes are developed to help senior executives from both the private and the public sectors achieve operational excellence and results. It prepares fast-track leaders to move from mastery of one focused area to success in a broader role, priming them for greater leadership responsibility in large companies and organizations.

This program has been recognised by the Chartered Management Institute against the National Occupational Standards (NOS) for Management and Leadership, Coaching and Mentoring, or Management Consultancy in the UK. In the meantime, all candidates who successfully complete this program will be eligible to apply for the membership of Chartered Management Institute UK.

### **Program Modules**

#### **❑ Advanced Financial Management ( 24 hours )**

This course provides a foundation for types of long-term capital available to the firm and the analyses employed when choosing among these types of capital. The focus is on the development of long-term financing strategies and capital structure decisions to achieve the optimal financing mix

#### **❑ Organizational Behaviour (OB) & Change Management ( 24 hours )**

This course focuses on the impact that individuals, groups, and structure have on behaviour within an organization, and it applies that information to make organizations work more effectively. Specifically, OB focuses on how to improve productivity; reduce absenteeism, turnover, and deviant workplace behaviour; and increase organizational citizenship behaviour and job satisfaction.

#### **❑ Strategic Marketing Management ( 24 hours )**

This course develops the concepts of marketing strategy from a business perspective, intending to help develop skills that may be used by a marketing professional in an ever changing economy.

#### **❑ Managerial Economics & Business Strategy ( 24 hours )**

This course focuses on how managerial economics can direct scarce resources in the way that most efficiently achieves a managerial goal. It is a very broad discipline in that it

describes methods useful for directing everything from the resources of a household to maximize household welfare to the resources of a firm to maximize profits.

❑ Human Resources Management ( 24 hours )

This course provides an essential personnel management concepts and techniques. It explores the HR functions: recruitment and selection, it also focuses on training and development, communication, compensation and performance management, building employee commitment.

❑ Strategic Management ( 24 hours )

This course provides an opportunity for practicing business skills in real world. It focuses working effectively in groups through the creation of a quality product (projects, case studies, etc.), to learn how to act as a consultant to help corporations with develop and implement business plan. This course explores a foundation to foster competency in conceptual skills; problem solving, and decision making skills in business world business functions, organizational structure, and policy implementation and evaluation. A significant aspect of the course is devoted to assessing the competitive dynamics of firms.

**Who should attend?**

- Middle managers.
- Senior managers.
- Directors.

**Admission Requirements:**

- University degree in any discipline with a minimum of B (2.75 GPA on 4.0 Scale) average.
- An HR letter that proves that the candidate is at least holds a middle management post.
- An acceptable score of a minimum of 60% in the English prerequisite based test. Exemption will be applied on those whose undergraduate diplomas have been taught in English.

**Professors' Profiles:**

This high level program is conducted by highly qualified professors who hold doctorate degrees from reputable universities and have deep academic and professional experiences that allow participants to apply the theoretical work studied in a more practical context.

**Duration:**

The full program takes 6 months based on 3 modules. It is composed of 144 training hours.