ADVANCED MANAGEMENT PROGRAM

Mission

To develop leaders capable of creating positive impact on the business results of their organizations in a growing and changing global marketplace

AUC New Cairo

Recognized in the Financial Times ranking for open-enrollment programs worldwide since 2013
ADVANCED MANAGEMENT PROGRAM

In a highly competitive world that is globally connected, organizations need to shift gears to more effective and efficient methods that make them more agile. It has become critical in this ever-changing world for executives to act globally while considering all the factors affecting their organizations locally. Strategically, the right decisions in uncertain times can bring forth better results.

The School of Business Executive Education unit is offering the Advanced Management Program (AMP), which addresses how to manage an organization. It helps participants make a paradigm shift in order to define, weigh, manage and solve problems using an innovative method that can transform them into opportunities.

KEY BENEFITS AND OBJECTIVES

• Managing uncertainty and its associated risks with confidence and discipline
• Ability to make executive decisions and lead under any circumstances
• A clear, practical understanding of marketing strategies and business analysis
• Practical experience in integrating business disciplines, which is vital for managing uncertainty
• Peer interactions with a group of highly diverse and experienced professionals

MODULES

This is a five-day integrated program, in which the use of computer-based simulation, group discussions, mini-lectures and group work is key. Participants have the opportunity to work on real business issues and test the results while considering the various complexities that affect their organizations in uncertain times.

The Advanced Management Program focuses on a number of high-impact topics directly related to the effective management of uncertainty in an integrated manner.

These include:

• Strategic Planning

The session aims to ensure the understanding and application of the concept of strategic thinking on planning, throughout its different phases and challenges.
• Linking vision to implementation
• Building on environmental analysis for having competitive strategies
• Recognizing the role of hard and soft infrastructure in strategy success
• Ensuring the right implementation of the plan
• **Marketing Strategy**
This module explores how to create a business analysis system in order to anticipate uncertainties and develop long-term contingency plans through:
- Discussing and applying the concepts of marketing strategy in a practical context
- Understanding the links between marketing research, strategy and planning using real-life Egyptian examples and case studies
- Visualizing the role of marketing strategies in organizations and how business analysis can be used to manage marketing problems in an uncertain environment

• **Financial Statement Analysis and Forecasting**
The aim of this module is to introduce participants to the different types of financial statements; discuss how to interpret and analyze them; and construct financial forecasts that can aid financial planning and decision making.
- Discuss various components of financial statements
- Understand and construct the different financial statements: Balance Sheet, Income Statement and Statement of Cash Flows
- Interpret and Analyze Financial Statements and discuss implications for management actions
- Introduce Break Even Analysis
- Build financial forecasts and projections to aid decision making

• **Simulation Learning Objectives**
One way to learn about business is to read the textbooks, learn the definitions, discuss case studies, and pass the exam. However, simulations are designed to offer focused opportunities for deep practice. That is why they are often more effective than passive tools such as textbooks, videos, or lectures.

Using Foundation gives the participant a hands-on experience through managing a business. In this sense, we are going to learn business strategy by practicing business. This approach is important for two reasons. First, business itself is practical and hence requires some trial and error to learn and succeed. Second, it is in that process of trial-and-error that mastery is developed.

This course then covers all the business functions including management, marketing, operations, accounting, finance, and information systems.

**Learning Objectives**

A participant who has successfully completed the course is expected to be able to:
- Understand the major factors that shape the business environment of today such as uncertainty, competition.
• Understand various competitive strategies that every business has to pursue and its impact on functional strategy.
• Understand the major business functions of marketing, operations, accounting, finance, human resource and general management.
• Experience the kind of decisions a business manager makes within each of the business functions.
• Understand and experience the four basic functions of management: planning, organizing, leading and controlling.
• Experience the interconnections among the various functions of business and appreciate the integrative role of the general manager.

Skills Seminar:

Effective managers require knowledge but also a set of other skills that complement it to unleash their full potential within their organisations. You are guaranteed to learn this here!! Through our new set of skills seminar you can realise your full potential and take your skills to the next level through oral communication, expert knowledge and renewed motivation. Great talent is hard to find and harder to keep.

Every advanced management program will be a unique experience by having a different seminar presenting a different skill. Leadership, business etiquette, business writing, change management and emotional intelligence are all examples of topics to be discussed selectively in every seminar.

Through our interactive exercises, insightful discussions, and activities, you will get to know new skills and techniques guaranteed to give you an edge!

PROFESSIONAL SKILLS

• Thinking strategically with a long-term focus
• Integrating business functions
• Conducting business and competitive analysis
• Forecasting and managing profits and cash flows
WORLD-CLASS FACULTY

AUC faculty members involved in the program are a group of experienced professionals who possess a wealth of practical and theoretical knowledge, enabling participants to contextualize what they learn in the program and apply it in their own companies.

**Ghada Howaidy**, DBA, Ashridge Business School
Program Academic Leader
Associate Dean for Executive Education and External Relations

**Ahmed Abdel Meguid**, Associate Professor and Associate Dean for Undergraduate Studies
Department of Management, School of Business,
The American University in Cairo

**Aliaa Bassiouny**, PhD, ESADE Business School
Associate Professor of Finance

**Hamed Shamma**, PhD, The George Washington University
Associate Professor of Marketing, Department of Management and BP Endowed Chair

**Hakim Meshreki**, Visiting Assistant Professor of Marketing
Department of Management, School of Business
The American University in Cairo

**Lobna El Desouky**, CPA, MBA, Sheffield University
Adjunct Professor of Managerial Accounting, The American University in Cairo

**Moataz Darwish**, MBA, MRes, Edinburgh Business School
Lecturer School of Business Executive Education

**Mohamed Aly A. Fattah**, PhD, University of Canterbury
Lecturer and Development Consultant
School of Business Executive Education

**Mohga Badran**, PhD, Stockholm University
Professor, Department of Management
RECENT PARTICIPATING ORGANIZATIONS:

- Abu Soma for Development Somabay
- Alawali Egypt-Real Estate Development
- Alex Bank
- American Express Global Business Travel
- Americana (Kuwait Food Company)
- Coca Cola Company - Atlantic Industries
- Commercial International Bank
- Digisay
- EGY Mart
- Egytrafo Group
- Hydroturf Egypt
- Incolease-International Company for Leasing
- IWAN Developments
- LATT Logistics Company S.A.E
- Mashreq Bank
- National Bank of Kuwait- Egypt
- One Pharma
- Optimize Drilling Fluids
- Orange Business Services
- Orchidia Pharmaceutical Industries
- Qatar National Bank Al Ahli
- Toyota Egypt Group
WHO SHOULD ATTEND

The AMP is designed for senior managers, unit directors, principals of small and medium-size firms, as well as entrepreneurs and owners of small companies with growth potential. Participants should have at least five years of work experience.

PROGRAM FEES

The tuition fees for the Advanced Management program is LE 15,300. This includes total tuition costs, meals, materials and a certificate.

CERTIFICATION

The School of Business Executive Education unit awards a certificate upon the successful completion of the program. Participants must have attended at least 80 percent of the program to receive the certificate.

VENUE

The program will be held at AUC New Cairo, a 260-acre, world-class facility that offers a stimulating learning environment for the School of Business Executive Education programs.

APPLICATION PROCESS

All applications are reviewed by an admissions committee, which seeks applicants who have management responsibilities with diverse skills and experience. In choosing executives with demonstrated promise, the committee takes into account the candidate’s organizational level, managerial experience, career goals and ability to contribute to the program. The committee may request an interview as part of the admission process.
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