AUC New Cairo

Recognized in the *Financial Times* ranking for open-enrollment programs worldwide since 2013

Mission

To develop leaders capable of creating positive impact on the business results of their organizations in a growing and changing global marketplace.
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 through uncertain times. 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
• Understanding of the various leadership models in the Arab region, and the value of leadership in an increasingly uncertain and globalized world
• 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:

• Leadership

In this module, participants learn to develop a self-growth plan for effective professional transformation through:
• Leadership under all circumstances
• Setting and communicating clear direction
• Creating a solid company foundation
ADVANCED MANAGEMENT PROGRAM

- Balancing long-term and short-term goals
- Integrating and linking all business decisions

**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

**Business Simulation**
A simulation is the most advanced learning tool in business. It is an applied learning tool whereby participants are divided into groups, each representing a company competing against other companies (other teams) in a virtual business environment. Participants are required to make six or more decisions, considering market conditions and competitive actions. Decisions involve all aspects of business, including strategy, marketing, operations, finance and management.
Participants learn how to link business disciplines and how to make decisions in light of a changing business environment and competitive actions. Participants learn through their interactions with each other as well as with the instructors. In this module, participants have the unique experience of learning from the results of their own decisions and experience managing a company over time, going beyond class discussions and even case studies.

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.

**Kevin O’Connell**, MBA, Stanford University  
Program Academic Leader  
Professor of Practice, Department of Management  
and Associate Dean of Executive Education

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

**Ahmed Tolba**, PhD, The George Washington University  
Chair and Associate Professor, Department of Management

**Aliaa Bassiouny**, PhD, ESADE Business School  
Associate Professor of Finance and Chair, Department of Management

**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

**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:

- Alex Bank
- Alfa Leather Co. (S.A.E)
- Arab African International Leasing Co.
- Arab Bank Egypt
- Arabian Advanced Systems
- Cairo Poultry Group (Americana)
- Commercial International Bank - Egypt
- Egyptian Canning Company (Americana)
- El Araby Group
- El Hesn Textiles
- Emirates NBD
- EVA Pharma
- GB Investment
- Ghabbour Auto
- Gulfa Mineral Water
- Inspire Pharma
- Kirmena Jewelry
- Kuwait Food Company (Americana)
- LaFarge Egypt
- Maridive Group
- Mashreq Bank Egypt
- Mena for Engineering Consultation and Development
- Qatar National Bank Al Ahli
- Samcrete Development
- Samcrete Engineers and Contractors
- Ship and Crew - Egypt
- Union 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 12,500. 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.

GUEST SPEAKERS

The AMP provides participants with extensive hands-on experience. The School of Business Executive Education unit invites top business executive leaders as guest speakers to address participants and share their experiences and knowledge with the group.

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.