Advanced Management Program

AUC New Cairo

Recognized in the Financial Times ranking for open-enrollment programs worldwide for 2013, 2014 and 2015
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

• Management of 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
• In-depth knowledge of the key pillars of corporate governance and their importance in improving performance, particularly during times of uncertainty
• A stronger foundation in decision making, attained through comprehensive local and international case studies
• 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 decision making 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
  • 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

• **Decision Making and Risk Management**
  Participants familiarize themselves with how to develop a risk / opportunity matrix for their respective organizations through:
  • Exploring the process of making decisions in a context of risk and uncertainty
  • Studying traditional management frameworks for decision making, with case examples from recent news headlines
  • Studying the definition and sources of risk and uncertainty, how they affect the business and how to manage strategic uncertainty
  • Introducing a framework, process and toolbox for managing risk and uncertainty and applying them in the local context based on a number of case examples

• **Human Recourse Management**
  The "human capital" is the most crucial resource in any organization. Therefore, the effective and efficient management of people is critical to an organization’s success.
  This module provides an overview of:
  • The strategic role of human resource management
  • The role of the line managers and human resource management department
  • How to manage the “skill” and create the “will” among employees to be both innovative and productive
  • The different HR functions
  • The importance of accountability, engagement and commitment of top
  • Management, line managers and employees to addressing human capital
• 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, marketing strategy and marketing planning using real-life Egyptian examples and case studies
• Visualizing the role of marketing strategy in organizations and how business analysis can be used to manage marketing problems in an uncertain environment

• Corporate Governance
This module will examine practical, successful cases of implementing corporate governance framework in the region to stimulate discussion on foundational knowledge and issues including:
• Impact of corporate governance on organizational sustainability during times of change
• Corporate governance definitions, importance and best practices
• Corporate governance framework
• Board composition, roles, responsibilities, committees and structure
• Implementation of corporate governance challenges and trends
• Other relevant topics

• 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 as well as 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
• Making sound decisions in a competitive environment
• Forecasting and managing profits and cash flows
WORLD-CLASS FACULTY

The 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 and Associate Dean for Executive Education

Ahmed Abdel Meguid, PhD, Syracuse University
Associate Professor and Chair, Department of Accounting; Director, MBA Programs

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

Ayman Ismail, PhD, Massachusetts Institute of Technology
Assistant Professor and Abdul Latif Jameel Endowed, Chair of Entrepreneurship

Hamed Shamma, PhD, The George Washington University,
Associate Professor of Marketing and BP Endowed Chair, Department of Management
Maha ElShinnawy, PhD, The Anderson School, University of California
Professor, Department of Management

Maha Mourad, PhD, The University of Nottingham
Assistant Professor, Department of Management

Mohamed Radwan, PhD, The School of Business and Entrepreneurship,
Nova Southeastern University
Adjunct Professor, Department of Management

Mohga Badran, PhD, Stockholm University
Professor, Department of Management

Sherif Rakabawy, PhD, Leipzig University
Assistant Professor, Management of Information Systems

Mohamed Aly A. Fattah, PhD Lecturer and Development Consultant
School of Business Executive Education
RECENT PARTICIPATING ORGANIZATIONS:

- Abou Seif Group
- Abu Dhabi Islamic Bank
- African Development Bank
- AGROLINK
- Al Ahly for Real Estate Development
- Alwan wa Awtar NGO
- CMA CGM
- Commercial International Bank - Egypt
- Compass Egypt
- Consultant Trading Bureau
- DMG Mountain view
- Egyptian Exchange Stock
- Egyptian Metal Packages
- Egyptian Petrochemicals Holding Company
- EGYTRANS
- El Hesni Textiles
- El-Aghil Trading Company - Yemen
- Emaar Misr for Development
- Franke Kitchen Systems Egypt
- General Electric
- General Motors
- German-Arab Chamber of Industry and Commerce
- HITEKNOFAL Solutions
- IKEA
- ITWorx
- Lundbeck
- Medlevant Shipping Co.
- NAMAA For Development and Real Estate Investment Co. S.A.
- Novo Nordisk Egypt
- Oakwoode Group
- Palm Hills
- Pharaoh Gold Mines N.L
- Police Academy
- Qatar National Bank Al Ahli
- Rashid Petroleum Company
- Raya Holding
- Sinai White Cement Company
- Sistrum for Advanced Technologies
- Sixth of October Development and Investment Company (SODIC)
- Small and Micro Enterprises Promotion Services - Yemen
- Social Fund for Development
- Société Arabe Internationale de Banque
- Suez Cement Group of Companies
- Sun Rise for Trading and Investment
- Suntra Express
- TABUK Pharmaceutical Manufacturing Company
- TITAN Group
- Unilever Mashreq
- United Ofq
- Wadi Degla Holding
TESTIMONIALS

“Honestly, I can’t find suitable words to express how valuable the course was and how warm the atmosphere and all the AUC staff members were.”
Tarek Mostafa Fahmy, logistics manager, General Motors Egypt

“I commend you all for putting together such a good program and bringing high-caliber faculty into it. The organization was excellent, and I can honestly say that this is one of the few programs that I’ve attended in which punctuality was respected.”
Azza Kamel, chair, Alwan wa Awtar nongovernmental organization

“Attending the AMP program exceeded my expectations. It was a great journey into managing the uncertainty that we experience nowadays in the market.”
Mohamed Akila, board member, Sun Rise for Trading and Investment

“Joining the AMP program was really interesting on all levels. Thank you very much for your support and continuous help. I look forward to attending more programs at the School of Business Executive Education.”
Ayman Amer, procurement director, SODIC

“It was a very good program and a highly enjoyable week. The faculty members were excellent, combining theory and examples from real life and extracting the valid points from the different contributions made by the participants. The venue and management were outstanding, as were the two guest speakers.”
Mona Tork, Office of Human Resources department manager, United Ofoq

“The diversity in our team in terms of fields of work, experience and cultural Backgrounds really enriched our experience. I will definitely apply what we learned.”
Nadim El Garraya, technical and senior board director, El Hesni Textiles
WHO SHOULD ATTEND

The AMP is designed for senior executives, general managers, managing directors, chief executive officers, vice presidents, principals of small and medium-size firms, as well as entrepreneurs and owners of small companies with growth potential. Participants should have at least eight years of work experience.

CERTIFICATE

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.
Executive Education
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