



EXECUTIVE MBA CERTIFICATE

These seminars, giving an aerial view of Executive MBA topics, provide participants with sophisticated knowledge and skills appropriate for a management level participant. Focusing on very practical, results-oriented education, rather than abstract theoretical content, maximum educational value is reached. Seminars run as intensive sessions over a weekend (Friday/Saturday) to minimize time away from work. The following topics are available.

- **Leadership and Management** - This course reviews the major theories of leadership and the skills and behaviors which are required for managers to become successful leaders. In addition to reviewing theory, the course will also provide a number of skill-building sessions through the use of case studies and simulations of leadership challenges and solutions.
- **Project Management and Business Improvement** - This course reviews the essentials of both project management and continuous business improvement, followed by a team exercise to use this learning with practical applications to their own organizations. These team projects for practical application of their learning will also form the basis of a final performance activity for the completion of the CEMBA program.
- **International Trade and Economics** - This course presents a review of the major factors in economics and social policies which are associated with growth of an economy and attractiveness of an economy for foreign investment. The course is completed with discussion of policy options which governments can choose to improve social institutions and the international competitiveness of a country.
- **International Accounting and Finance** - This course provides an overview of internal accounting analysis and control systems, as well as a review of the operations of external finance and capital markets, so that students will obtain a high level of financial acumen as part of their executive knowledge.
- **International Marketing** - This course reviews the major aspects of marketing strategy for impact in the marketplace, particularly for marketing aimed at international markets. As well as reviewing essentials of consumer psychology, the course reviews the effectiveness of various types of marketing media and message in terms of impact on the intended market.
- **Strategic Human Resource Management** - This course reviews major approaches to human resource strategy which are closely related to success for organizations in knowledge intensive and service industries. Special emphasis is also given to the human resource challenges involved when organizations try to achieve major changes in operations, or to try to shift from old styles of operations to newer and more competitive operations.
- **Business Strategy** - This course reviews the major contemporary models of business strategy for both domestic and international markets, and then focuses on the particular aspects of business strategy for companies operating from small markets. The course makes extensive use of case

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discussions to illustrate examples effective and less effective programs of strategy in organizations.

- **Organization Governance** - This course reviews the major challenges in governance for both government organizations and businesses with publicly traded shares. Particular attention is also paid to the growing phenomenon of various types of external assessments or public ratings of the performance of governance in organizations.

Date	Day	Time	Class	Topic	Instructor
10-Oct	Fri	9:00 a.m. - 4:00 p.m.	1.1	International Trade and Economics	Dr. Walid Hejazi
11-Oct	Sat	9:00 a.m. - 4:00 p.m.	1.2	International Trade and Economics	Dr. Walid Hejazi
5-Dec	Fri	9:00 a.m. - 4:00 p.m.	3.1	Business Strategy	Dr. Dan Ondrack
6-Dec	Sat	9:00 a.m. - 4:00 p.m.	3.2	Business Strategy	Dr. Dan Ondrack
9-Jan	Fri	9:00 a.m. - 4:00 p.m.	4.1	Project Management and Business Improvement	Dr Robert Weishan
10-Jan	Sat	9:00 a.m. - 4:00 p.m.	4.2	Project Management and Business Improvement	Dr Robert Weishan
6-Feb	Fri	9:00 a.m. - 4:00 p.m.	5.1	International Accounting and Finance	Dr. Ramy Elitzur
7-Feb	Sat	9:00 a.m. - 4:00 p.m.	5.2	International Accounting and Finance	Dr. Ramy Elitzur
6-Mar	Fri	9:00 a.m. - 4:00 p.m.	2.1	Leadership and Management	Dr. David Weiss
7-Mar	Sat	9:00 a.m. - 4:00 p.m.	2.2	Leadership and Management	Dr. David Weiss
3-Apr	Fri	9:00 a.m. - 4:00 p.m.	7.1	International Marketing	Mr. Andrij Brygidir
4-Apr	Sat	9:00 a.m. - 4:00 p.m.	7.2	International Marketing	Mr. Andrij Brygidir
8-May	Fri	9:00 a.m. - 4:00 p.m.	8.1	Organization Governance	Mr. Rick Powers
9-May	Sat	9:00 a.m. - 4:00 p.m.	8.2	Organization Governance	Mr. Rick Powers
5-Jun	Fri	9:00 a.m. - 4:00 p.m.	8.1	Strategic HRM	Dr. Carolyn Mathews
6-Jun	Sat	9:00 a.m. - 4:00 p.m.	8.2	Strategic HRM	Dr. Carolyn Mathews

The course fee for each seminar is CI\$ 1000 which includes all course material and meals and refreshments. Please note that all registrations and applications with the Executive Training Centre currently occur online. To register your interest in the programme, please [click here](#). Please note for this programme you may disregard the additional application requirements. All that is required for the ETC is your completed online application.

If you need assistance on this programme, please contact Diane Campbell at dcampbell@ucci.edu.ky or 526-5046; or Dr. Carolyn Mathews at cmathews@ucci.edu.ky or 526-5017.

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