

# MANAGEMENT DEVELOPMENT PROGRAM (MDP)

31 October - 22 December 2022  
UAEU-CBE Abu Dhabi Off-Campus Site

## CONTACT US

[CBE-ExecEd@uaeu.ac.ae](mailto:CBE-ExecEd@uaeu.ac.ae)

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## Overview

Many functionally oriented employees are routinely promoted into management positions. As such, they need to stop doing what they used to do and start doing new things, such as leading people and managing resources and processes. This skills-set requires exposure to new fields of knowledge and new competencies. It is the case for all industries, both private and public. The Management Development Program (MDP) has been designed for junior and middle managers from diverse business and public sector environments. It can also be customized to meet the unique requirements of specific organizations and even industries.

- ◇ Analyze financial statements (balance sheet, income statement) to determine the financial health of an organization and manage a budget for profit purposes
- ◇ Develop a basic marketing plan, including a segmentation exercise and a basic marketing mix (product, price, advertising and distribution mechanisms)
- ◇ Develop a plan to recruit, select and motivate human resources, manage performance of subordinates
- ◇ Create a business plan (in group context) for an existing organization or a new business opportunity, including cash flow projections



## Course Description and Main Objective

The program aims to equip junior and middle managers with the competence required to implement their organizations' strategies. It is aimed at developing the skills of junior and middle managers in the different fields of management to ensure managers do not perform their own management functions in isolation. The course will address skills in the fields of general management (including developing basic business plans and a basic business model), economics, people management, financial management, and marketing.



## Content

The course deals with a number of modules:

**General Management:** Development of management thinking; Systems approach to management; Paradigms and creativity

**Economics:** Basic economic literacy; Key indicators

**Marketing Management:** Principles of marketing and the marketing environment; Marketing research and segmentation; Marketing mix; Marketing plan

**People management:** Managing self; Managing your boss; Influencing others without formal authority; Motivation and performance; Conflict Management; Negotiation skills.

**Financial management:** General principles of accounting; Balance sheet and income statement; Financial viability; ratios; Budgets; Financial planning

**Business plans:** Feasibility study and business planning

**Presentation**



## Learning Outcomes

After completion of the course, delegates will be able to:

- ◇ Discuss the basic functions of general management, intrapreneurship/entrepreneurship and do a feasibility study of business opportunities, reflecting an integrated systematic approach to management



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## Faculty Member

The UAE University will employ faculty with superb theoretical knowledge and skills, as well as rich practical experience to ensure that delegates complete the course with developed practical skills and not just theoretical knowledge.

## Target Group

The majority of participants are newly appointed junior and middle managers who are in need of formal exposure to a selected scope of management competencies.

## Admission Requirements

It is assumed participants are able to understand learning material in English and write assignments and follow/participate in discussions on management in English.

## Teaching Methods

- ◇ Workshops will be presented on a face-to-face basis, unless synchronous online teaching is mandated by the UAE Government
- ◇ Class discussions, case studies, articles, and relevant videos

## Certificate

Delegates who successfully complete all assignments will obtain a "Certificate of Successful Completion" by demonstrating their knowledge, understanding and skills of the learning outcomes in practical assessments during and at the end of the course.

## Dates

MDP (Part-time evenings)

- ◇ Week One: 31 Oct – 3 Nov 2022
- ◇ Week Two: 21 Nov – 24 Nov 2022
- ◇ Week Three: 5 Dec – 8 Dec 2022
- ◇ MDP Final Presentation: 22 Dec 2022
- ◇ Certificate function: 22 Dec 2022 (evening)
- ◇ Attendance of all sessions is compulsory

## Fees

AED7,350 (including 5% VAT)

- ◇ The fees include program material.
- ◇ Participants are responsible for their own travel and accommodation arrangements.

## Location

UAEU-CBE Abu Dhabi Off-Campus Site Building No. 86 Plaza 30 Al Meel Street Al Nahyan Abu Dhabi | Google map: Click [Here](#)

## Enquiries

E-mail: [cbe-execed@uaeu.ac.ae](mailto:cbe-execed@uaeu.ac.ae)