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Senior Management Program (SMP)



Week 1 - 28 Aug to 1 Sep
Week 2 - 11 to 15 Sep
Week 3 - 2 to 6 Oct
Week 4 - 23 to 27 Oct



9:00 pm - 4:30 pm



UAEU -CBE Abu Dhabi
Off-Campus Site |
[Google Map](#)



AED 9,975/-
(including VAT)



Overview

When progressing up the managerial ladder, the process of managers having to stop doing some things they have done in the past and start doing new things continues. This process of unlearning and learning is an important one for managers to be successful. The Senior Management Program (SMP) has been designed to equip managers with the necessary knowledge and skills to function effectively in a UAE and regional environment. Due to the constantly changing nature of this environment, the content of the SMP, which focuses on both present and future national and international realities, is continually adapted. A generalist rather than a specialist approach is adopted.



Course Description and Main Objective

The SMP focuses on a number of selected management functions. Participants eventually integrate these into a group project which they present to a panel at the end of the program.



Learning Outcomes

After completion of the program, participants will be able to:

- Apply the principles underlying entrepreneurship in a business context
- Apply identified change models to real-life situations and case studies
- Recommend ways of improving the financial viability of organizations
- Assess the effect of economic drivers on industries and companies
- Plan and execute projects and processes in their own organizations by utilizing the techniques provided by systems thinking and project management
- Develop an advanced marketing plan incorporating all the facets of a sound and comprehensive marketing approach
- Develop a comprehensive business plan integrating all the disciplines of the program



Content

To maximize the learning experience of delegates, the program is divided into four workshops. The subjects on the SMP are as follows:

- Implementing Strategy
- Entrepreneurship
- Financial Management
- Leadership & Change Management
- Supply Chain Management
- Economics
- Design Thinking
- Marketing Management
- Information & Communications Technology
- Business Ethics and Corporate Governance
- Business Plan Template
- Presentations



Faculty Member

The UAEU 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 the participants in the SMP are middle and senior managers.



Admission Requirements

No formal tertiary qualifications are required. Participants should have appropriate experience and a basic knowledge of the different program topics. The SMP is presented in English only. It is preferred that participants have at least 5 years of experience at middle management in an organization. Participants should have a mastery of the concepts and learning content of the Management Development Program or related management development programs.



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.



Inquiries

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