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Bin Salman College
Business & Entrepreneurship
**EXECUTIVE
EDUCATION**

MBSC EXECUTIVE EDUCATION

2023 - 2024



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ABOUT MBSC EXECUTIVE EDUCATION



MBSC Executive Education is the **knowledge partner to corporates**. We are committed to creating world-class programs and promoting ongoing professional growth by providing a **nurturing environment** to deliver **impact-driven learning**.

MBSC Executive Education is dedicated to ...



Upskill and empower executives in KSA and the wider region



Use regionally-centric curated case studies that enhance real-life learning, decision-making, and critical thinking



Encourage new ways of thinking to solve business and leadership challenges



Facilitate transformations and growth for organizations



Develop the region's thought leadership



Fill gaps in executives' knowledge and skills and prepare to expand their contribution to their organizations

With



World-class faculty



Effective pedagogical tools



State-of-the-art facility

MBSC Executive Education offers ...



OPEN-ENROLLMENT PROGRAMS / IN-PERSON

- **Cover all the significant areas of business** and bring leaders right to the very center of business.
- **Provide actionable skills that leaders can use** both immediately and over the long term.



ONLINE PROGRAMS

- **Transition many of our in-person programs** to a fully live and virtual format.
- **Deliver the same interactive sessions** with faculty and **real-time application of the knowledge** you would experience personally but at your own flexible schedule



CUSTOMIZED PROGRAMS

- Clients can **choose any of the open-enrollment or online programs** to be **customized to their needs**.
- **Meet the needs of the Kingdom's fast-evolving economic landscape and Saudi Vision 2030.**
- **Address pain points** for organizations.

PURPOSE

OUTCOME

FOR WHO?

- Develop **cross-functional skills**
- Become a **superior manager**
- Attain **growth and an immediate, long-lasting return on investment**
- **Upskill managers** and employees

- Sharpen **leadership skills**
- Build **professional networks**
- Develop an **entrepreneurial spirit** or management capabilities

ALL INDUSTRIES

EXECUTIVES AT EVERY LEVEL

From High Potentials to Middle, Senior Managers and C-suites





MBSC EXECUTIVE EDUCATION **OPEN-ENROLLMENT PROGRAMS / IN-PERSON**

96% **believe** that MBSC Executive Education Open-Enrolment Programs have **improved their knowledge, skills, and overall achieved their learning goals** & the program's objective

The In-Person Learning Experience with MBSC Executive Education

Participants will take advantage of



Distinctive Pedagogy

- A program curricula that include simulations, case discussions, negotiations, interactive lectures, and coaching led by our world-class faculty
- Get a closer look inside many of the world's top companies cases
- MBSC case studies are customized to tackle multifaceted issues and applying those lessons to your own business
- Case studies are localized to compliment the transformational journey towards Vision2030



Group Experience & Discussion

- Get involved in the transformational experience in our classrooms that is infused with a synergistic environment with participants from different experiences, backgrounds, and viewpoints
- The world-class business leaders who attend the programs will significantly enhance the time you spend in discussion
- Exchange knowledge with others and improve your effectiveness
- Experience the distinctive MBSC culture that is collaborative, creative, and focused on supporting individuals and organizations to succeed



Network With Professionals

- Bonding with other participants and world-class faculty in the program will enrich and create a long-lasting knowledge experience after the program
- Post the program, you'll continue the conversation with the faculty and your fellow leaders on different social media platforms, including **the MBSC Executive Education LinkedIn page**





MBSC Advanced Management Program (AMP)

"Seize the moment...deliver the future"

Program Director: Dr. Nikolaos Tzokas

Teaching Faculty: 9 MBSC's Faculty Members

**3 modules of
9-days**

Program Overview

As part of the prestigious GMP series, MBSC's Advanced Management Program (AMP) is a world-class flagship course. It is exclusively designed to provide leaders with the skills, tools, and knowledge to guide them and their organization confidently & effectively through the volatility, uncertainty, complexity, and ambiguity of the extremely competitive business environment.

It combines all elements of business administration and a dedicated coach to support managers in their professional development and to reach their full potential.

Key Takeaways

Participants will learn how to:

- Reignite curiosity and innovation
- Earn the full potential of their employees
- Leverage emerging technologies
- Create financial prowess & assess investments
- Use modern financial instruments to enhance their company's "green" profile
- Gain the hearts & minds of their customers
- Make better decisions

For Who?

- Well-seasoned general managers in any industry as part of their journey of continuous improvement
- Entry-level general manager and executives who are currently business-unit leaders, functional heads, managers, and future decision-makers
- Talented individuals identified by their firm with the potential to become business-unit, divisional, or regional leaders within their respective firm and industry



MBSC Advanced Leadership Program

Long-lasting Transformational Impact

Program Director: Dr. Muhammad Azam Roomi

Teaching Faculty: 3 MBSC's Faculty Members

**2 modules of
6-days**

Program Overview

This program's main focus is to acquire the mindset that allow managers' leadership capabilities to continue to expand and improve throughout their life.

It is for individuals who are already leading departments/organizations, or for those who want to explore the transition into more strategic roles within their organizations, who have a flair to improve themselves, empower people around them, grow their organization, or just succeed in the competitive environment.

Key Takeaways

Participants will:

- Understand and know one's own personality and behaviour
- Develop versatile leadership practices
- Build high-performance teams
- Deepen collaboration skills and the ability to work across departments and organizations
- Lead strategic change and capability-building initiatives
- Lead minds and hearts

For Who?

- Senior managers and aspiring leaders
- High-level managers and decision-makers
- Managers within private, public, or non-profit organizations
- Project managers in-charge of leading high-performance teams



MBSC Leading Healthcare Transformation Program

"Seize the moment...deliver the future"

Program Director: Dr. Joris van de Klundert
Teaching Faculty: 3 Faculty Members

**2 modules of
4-days**

Program Overview

This program supports healthcare executives taking leading roles in transforming Saudi Arabia's healthcare system as targeted in Vision 2030 and presently being implemented. It addresses the needs of executives taking on new private and corporatized leadership roles and responsibilities.

The program covers international best practices and connects them to current developments in Saudi Arabia.

Participants are expected to bring their own cases and advance on mini-projects to apply and discuss the learning.

Key Takeaways

- Executives taking on leading roles in regions, networks, and hospitals in the transforming Saudi health sector
- Physicians with leadership potential, preparing themselves for future leading roles
- Key public stakeholders in the transformation; for example, individuals from the Ministry of Health, VRO offices, regional governments
- Key private stakeholders and transformation partners such as insurers, healthcare investors, technology providers

For Who?

- Executives taking on leading roles in regions, networks, and hospitals in the transforming Saudi health sector
- Physicians with leadership potential, preparing themselves for future leading roles
- Key public stakeholders in the transformation; for example, individuals from the Ministry of Health, VRO offices, regional governments
- Key private stakeholders and transformation partners such as insurers, healthcare investors, technology providers



MBSC From Strategy Planning to Effective Execution Program

Program Director: Dr. Farzad Rafi Khan

3-days

Program Overview

Most business strategies fail to produce positive results, and most strategic goals are not reached as planned. This means that most strategies are dreams that takeaway organizational resources and yield few results.

In this program, we will examine the reasons behind these failures and help leaders craft and implement strategies that can be put to practice and produce the results our leaders and their organization want.

We will help them fill the gap between where they want their organization to be and where it is now: the **strategy implementation gap**. Consequently, the emphasis of this program will be on strategy development and execution

Key Takeaways

Participants will:

- Analyze how a business through its strategy creates, delivers, and captures value
- Identify and evaluate the sources of competitive advantage
- Design and implement strategies that maximize value creation and value appropriation
- Lead the strategy implementation process through change and uncertainty
- Rely on modern strategic tools and mindset for the benefit of their organizations

For Who?

- Leaders who are moving into a more challenging implementation role
- Decision-makers with profit, loss, and budget responsibilities
- Heads of business units, managers of significant departments, or leaders of major project teams



Program can be offered in an online format.



MBSC Effective Decision Making Program

Business Leadership in Today's Uncertain World

3-days

Program Director: Dr. Muhammad Azam Roomi

Teaching Faculty: 2 MBSC's Faculty Members

Program Overview

Leadership roles demand making vital decisions while contending with an ever-expanding range of complexities, ambiguities, and uncertainties. This immersive, highly interactive program will equip participants with the skills needed to make better, more effective decisions within their sphere of influence.

The program's main focus is that decision-making is a critical leadership skill acquired and developed. It helps participants increase their decision-making effectiveness and augment their proficiency at leading teams towards effective decision-making for value creation.

Key Takeaways

At the end of the programme, participants will be able to:

- Use a structured process to make good decisions
- Facing uncertainty, determine the criteria of decision quality
- Understand the role of data and be able to ask relevant questions to obtain key data
- Understand and assess risk
- Use a portfolio approach to manage risk and create value
- Understand the importance of emotional intelligence in the decision-making process
- Determine accountability for decisions made facing uncertainty
- Understand a culture that will stimulate, manage, and reward risk taking and innovation

For Who?

- High-level managers and decision-makers
- Senior managers and aspiring leaders
- Managers within private, public, or non-profit organizations
- Project managers in charge of leading high-performance teams



MBSC Women Leadership Program

Inspire, Lead, and Execute

3-days

Program Director: Dr. Larissa von Alberti-Alhtaybat

Program Overview

Women's leadership development is an important part of an organization's approach to building diverse leadership teams and a critical factor in supporting transformational change.

This inspiring, participants-centric program is developed by a team of experts in women's leadership development. It comprises a range of learning pedagogies, including action learning, problem-solving, and critical reflection. It enables active engagement and encourages open discussions where self-awareness is fostered and nurtured.

Key Takeaways

Participants will be able to:

- Identify own competencies and strengths as leaders
- Define and develop personal influence and impact within the Saudi context
- Clarify personal definitions of career success and develop the potential for future leadership roles
- Examine design thinking as a strategy for innovation and creativity in business and entrepreneurial settings
- Determine the importance of ethical standards in fostering a work environment that endorses change, inclusion, and effective ways of handling difficulties

For Who?

- Senior managers, top management team, women in middle management aspiring to transition into more strategic positions and authority in their organizations
- Female entrepreneurs who want to take their own business to the next level through reinforcing their strengths and capabilities as leaders
- High-potential talent by their organizations



Strategic Reframing Through Scenario Planning program

Prepare Your Organization For the Future

Program Director: Dr. Yasser Bhatti

Teaching Faculty: 2 MBSC's Faculty Members

3-days

Program Overview

This program will follow the rigorous methodological and practical steps outlined in the Oxford Scenario Planning Approach. Representatives of organizations will question long-held assumptions, correct decision-making biases, review existing strategies, and reach out to multiple stakeholders through a relatively new strategic tool - scenario planning.

Through interactive team-based exercises, participants will develop colorful images and moving stories of possible futures that could transpire due to unexpected but plausible events.

Key Takeaways

Participants will learn:

- New strategic tools that are needed in the face of changing business environments marked by turbulence, uncertainty, novelty, and ambiguity;
- Strategic thinking and reframing through scenario planning identifies new opportunities in the face of disruptive contextual changes;
- Contemplate, create, and evaluate options for their organizations to pursue today for multiple, possible futures.

For Who?

- Leaders/executives who are experiencing significant changes in their markets and/or facing profit margins that are under pressure.
- Position Levels:
Mid to Senior level Managers who are involved in strategic decisions
- Industry Examples*
Government, Public, Private, Transportation, Production, Service, Banking, Insurance, Logistics



MBSC Healthcare Strategy Program

Build scenarios for the future of healthcare beyond the 2030 transformation

Program Director: Dr. Yasser Bhatti

Teaching Faculty: 2 MBSC's Faculty Members

2-days

Program Overview

Healthcare organizations are increasingly facing changing business environments marked by turbulence, uncertainty, novelty and ambiguity.

This program brings together interdisciplinary teams of clinicians, managers, economists, and technologists to envision their sector's future beyond 2030. They will work together to brainstorm how better to prepare themselves and their organizations for the futures. Representatives will question long-held assumptions, correct decision-making biases, review existing strategies, and engage with multiple stakeholders through a relatively new strategic tool -- scenario planning.

Key Takeaways

Participants will learn how to:

- Manage under turbulence & uncertainty
- Analyze future trends in the healthcare sector
- Strategically think & reframe existing problems
- Create multiple futures that could happen
- Embed scenarios in organizational strategy

For Who?

- Mid to Senior level Managers who makes strategic decisions
- Clinical and non- Clinical leaders who are experiencing significant changes in the healthcare sector and are under pressure to manage those changes
- Related Positions:
Chief Medical Officers, Clinical Leads, Department Heads, FIN, HR, MAR, PROD.
- Industry Examples*
Healthcare Sector, Hospitals & Clinics, Pharmaceuti-



Change Management Program

*Craft & Execute Purpose-driven, Performance-oriented,
& Principles-led Strategic Change Initiatives*

2-days

Program Director: Dr. Farzad Rafi Khan
Teaching Faculty: 3 MBSC's Faculty Members

Program Overview

The program is designed to provide participants with an innovative approach to change management that will transform them and their respective organizations into game-changers.

Participants will learn how to craft and execute purpose-driven, performance-oriented, and principles-led strategic change initiatives. They will adopt an entrepreneurial mindset and action methodologies that catalyze and unleash change. They will also develop capabilities to make constant adjustments to unfolding unexpected events during change implementation, thereby ensuring that their change strategies continue to both workable and winnable no matter how tough they are going.

Key Takeaways

Participants will:

- Learn an entrepreneurial thought and action methodology for change initiatives
- Develop a strategic approach to change management that aligns with their organizational strategy and design
- Overcome strategic inertia to create conditions for change
- Gain practical tools for implementing sustainable change in their business while managing resistance from stakeholders
- Anticipate and deflect opposition to change

For Who?

- Leaders who want to drive strategic change at a company, as well as team level
- Decision-makers who need to navigate disruption in their industry with a change management strategy
- Professionals in change management who need to implement large-scale change in an organization



Program can be offered in an online format.

*Programs length and structure are subject to change.



MBSC EXECUTIVE EDUCATION **ONLINE PROGRAMS**

98% of participants believe that MBSC online Executive Education Programs resulted in a breakthrough change in their personal and professional life

The **Online Learning Experience** with MBSC Executive Education

MBSC offers **synchronous online programs that maintain a high level of engagement** and meet the needs of individual learning styles while also **leveraging the power of peer learning**. This is achieved through a user-friendly learning platform that enables participants to easily navigate the program content and achieve learning objectives.

The program structure includes a **variety of teaching instruments**, such as:



**Video Lectures
& Live Interactive Sessions**



**Peer Learning
Discussions**



**Reading Materials,
Case Studies, Articles**



**Quizzes, Simulation,
Interactive Exercises**



Surveys



**Assignments
& Homework**



MBSC From Idea to Market Program

Entrepreneurship - Journey in creating a new venture

7-weeks

Program Director: Dr. Muhammad Azam Roomi

Teaching Faculty: 3 MBSC's Faculty Members

Program Overview

In this world of downsizing, technological change, and uncertainty due to COVID-19, notions of traditional careers and creating value have been challenged. Never, it seems, has been more important to critical and generate opportunities through idea generation and implementation. Both individuals and companies depend upon creativity and innovation to design and develop products/services and access markets to realize success.

The program is designed to create an "Entrepreneurial Mindset," identify, create ideas, and systematically assess the opportunities' feasibility amid COVID-19. It serves professionals of all kinds to look for entrepreneurial ideas and opportunities in these tumultuous times.

Key Takeaways

Participants will:

- Work in teams to creatively generate ideas and identify opportunities during the crisis
- The teams will then take this knowledge to the next level and discover how to determine which ideas can become viable business opportunities even in times of economic downturn
- This unique opportunity allows leaders to gain real-world experience, develop approaches, guidelines, and skills for becoming entrepreneurial leaders and managers and understand what it takes to go from concept to business launch
- Design an integrated marketing program. The aim is to achieve economic and social sustainability transformed into a competitive advantage

For Who?

- Leaders who want to generate ideas and explore market-based innovation and creativity under turbulent conditions
- Students, housewives, and employees have an urge to "create their own world" but look for ideas and opportunities in the economic downturn.
- Potential entrepreneurs who want to start their own businesses
- Existing entrepreneurs who have started their businesses but want to create more opportunities



Leading Digital Transformation Program

Managing data, Technology, People & Relations

5-weeks

Program Director: Dr. Erman Coskun

Program Overview

Today's competitive and complex business environment and ecosystem require businesses and managers at all levels to understand, use, and utilize Information Technologies and Systems. IT and IS help managers make better-informed decisions related to all aspects of the business, such as managing people and processes or establishing strong relationships with customers and suppliers.

This program will utilize IT and IS required for Digital Transformation, a socio-technical issue involving technology processes and humans. It will discuss IT and IS's strategic importance for businesses and managers, utilizing social media, cloud computing, business analytics, industry 4.0, Digital Transformation of services and companies, and decision-making with IT and IS.

Key Takeaways

Participants will:

- Understand the business value of Digital Transformation
- Understand why Digital Transformation is a must for any business
- Learn about the Digital Transformation phases
- Understand the challenges of organizational transformation and learn how to manage them through the power of analytics
- Learn about creating a road map for Digital Transformation

For Who?

- Leaders who seek the full perspective needed to lead in a digital world.
- Related Positions:
IT, Digital Transformation, Business Development, CRM, and data analysis
- Industry Examples*
Publishing, Retail, Energy, Banking & Financial Services, Education, IT Services, Industrial Goods, Healthcare, Telecommunications

*The profiles and industries illustrated above are non-exclusive, and participants can apply from a wide range of industries, job functions, and management levels.



MBSC Leadership Essentials Program

Program Director: Dr. Muhammad Azam Roomi
Teaching Faculty: 3 MBSC's Faculty Members

5-weeks

Program Overview

This program's main focus is to gauge and expand high-performing managers' natural ability in exploring their own leadership potential, developing their leadership capabilities, and eventually helping their followers/associates become leaders.

This challenging online program on leadership is for high potential professionals ready for more significant growth.

Based on a 'near-future' reality, the program equips them with frontier-of-knowledge tools and leadership skills. Through practically applicable scenarios, these tools will enable them to maximize personal leadership skills.

Key Takeaways

Participants will:

- Grow the leadership mindset and skillset of current and potential leaders to move from mid-level managerial roles to higher strategic positions.
- Design and develop an interactive learning platform that includes active simulations and practical exercises.
- Enable participants from the private, public, and non-governmental sectors to collaborate and lead in crafting and executing solutions to the challenges facing the Kingdom

For Who?

- Managers who have the potential to move into the top tier of management
- Managers within private, public, or non-profit organizations
- Project managers in-charge of leading high-performance teams
- Technical experts moving to leadership positions



Finance for Non-Finance Managers

Value Creation

Program Director: Georgios Daskalakis, Ph.D.
Teaching Faculty: 2 MBSC's Faculty Members

4-weeks

Program Overview

In an increasingly more global and complex business environment, managers need to have a firm grasp on accounting and finance to ensure value creation and maximization.

This program provides a comprehensive introduction to accounting and finance principles and practices, which supports managers in understanding the financial impact of their decision and incorporating the financial perspective into their decision-making.

Key Takeaways

Participants will:

- Define the key financial statements: income statement, statement of financial position, cash flow statement, and owners' equity statement
- Analyze the statements and interpret the financial health and position of an organization, and determine its growth potential
- Incorporate financial concepts in their decision-making
- Distinguish between accounting and finance
- Define the financial objectives of an organization
- Apply capital budgeting techniques and cost-volume-profit analysis in their decision-making

For Who?

- Executives who need a deeper understanding of finance and accounting
- Non-financial executives who seek a challenging introduction to finance
- Financial executives needing a necessary refresher
- Decision-makers with profit and loss responsibilities



MBSC Online Negotiations

Program Director: Dr. Joel Evans

Teaching Faculty: 2 MBSC's Faculty Members

3-weeks

Program Overview

This program aims to equip leaders to understand the theory and processes of negotiation as they are practiced in various settings. Successful negotiation requires creating value and claiming value, as participants will be practicing skills that help them improve in both areas.

Leaders will practice negotiation techniques, learn tips for handling online negotiations, and have fun in the process. Completing the program will enable individuals of any skill level to be better prepared and more confident in securing the important outcomes for themselves.

Key Takeaways

Participants will:

- Learn how to prepare for a variety of negotiation situations: distributive negotiations, integrative bargaining, team-based negotiations, and multi-round and multi-party scenarios
- Develop and practice conflict management skills and dispute resolution
- Engage in real-world negotiation scenarios during every session

For Who?

- Entry to mid-management level who aspire to improve their negotiation ability, regardless of skill level or personality
- Dynamic employees who wish to enhance their ability to manage conflict, arrange deals, broker agreements, or buy and sell



Problem-Solving Through Creativity & Innovation Program

Harnessing the Power of Creative Chaos and Constructive Conflict

Program Director: Dr. Yasser Bhatti

Teaching Faculty: 2 MBSC's Faculty Members

3-weeks

Program Overview

This program provides an opportunity for executives to reflect upon their own individual styles of thinking and how diversity, constructive conflict, and chaos among team members can be leveraged to generate an organizational culture of creativity and innovation.

A range of interactive exercises will strengthen skills to work independently and effectively in teams. These include video cases from IDEO, Apple, self-evaluation using psychometric tests, and play-based activities such as 'What If' for thinking outside the box and 'Catch ball' for story creation and narrative building.

Key Takeaways

Participants will:

- Explore their individual, but sometimes hidden, abilities to be more creative and innovative;
- Appreciate the power of diversity and chaos for collective problem-solving and organizational success;
- Apply theories, tools, and tests to become more confident in proposing solutions in any profession and any organization.

For Who?

- Entry to mid-management level professionals who aspire to be bold, creative, and innovative, regardless of skill level or personality
- Entrepreneurs and executives who wish to better understand how they and their teams can be bolder problem-solvers in their profession and workplace



MBSC EXECUTIVE EDUCATION **CUSTOMIZED PROGRAMS**

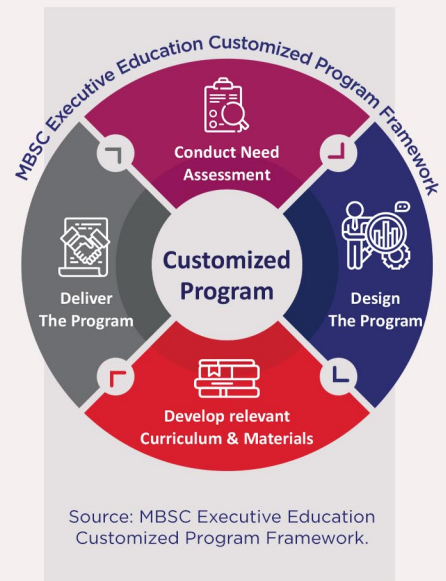
98% of senior executives believe that MBSC Executive Education Customized Programs have **improved their knowledge, skills and overall achieved their learning goals** & the program's objectives

We will design a customized program in 4 steps...

MBSC Executive Education programs are tailored to the organization's objectives to meet their unique needs and training requirements through effective design with a local context.

Our programs can empower skilled leaders with the knowledge and experience they need to develop and provide entrepreneurial spirit or managerial capabilities to transform their organization.

In collaboration with the organization, we will design each customized program through our four-stage custom process Framework and implement several particular steps intended to provide a superior learning experience and promote organizational transformation.



The Development Process

Need Assessment

1) Conduct needs assessment and contextual analysis of the challenges the organizations are facing.

Program Design

2) Form an assessment committee in a collaborative effort between our faculty members, program manager, and the account management team with your organization's design teams.

3) Design a program that addresses the areas outlined from the needs assessment & the contextual analysis.

Curriculum & Materials

4) Determine the program's structure, in collaboration with the organization, including content and session structure such as case studies, simulations, and materials.

Program Delivery

5) After delivering the program, an evaluation and refinement process takes place.

Leadership Developmental Executive Coaching

Effective leadership is a **continuous process of evolving**; an individual becomes aware of their leadership style, develops insight into strengths and areas of improvement, adopts more effective behaviors while continuously striving to reach new levels of excellence.

If you are considering a leadership development initiative for professionals in your company, **MBSC Executive Education delivers executive training and individual coaching through the Leadership Development cycle.**

Our **highly experienced coaches will look at the leadership style, plan, and implement behavioral changes in small progressive steps for a long-term transformation.** Through the coaching process, the leader can learn and actively apply the fundamental steps to continue their leadership progression beyond the scope of training and coaching.

Who Is Executive Coaching For?

Individual coaching benefits every professional who wants to explore their potential and achieve their goals.

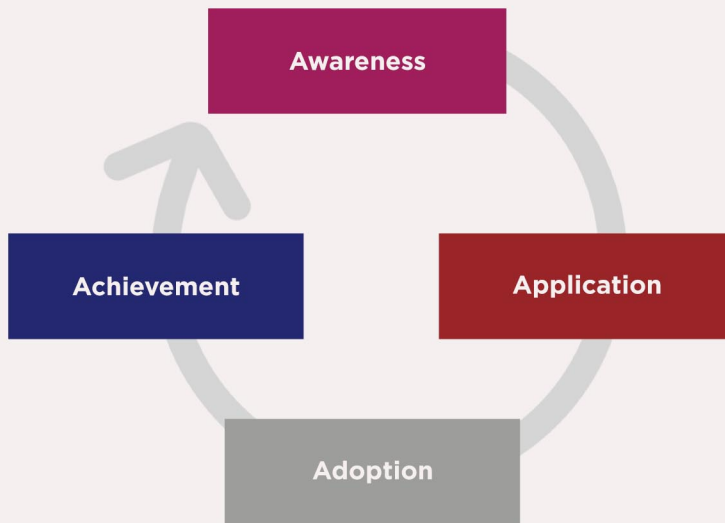
- Team leaders
- Managers
- Business Executives
- Directors at all levels: Board, C-Suite



The personality assessment test with the one-on-one coaching session allowed me to see things from a different perspective; I now understand others' personalities and ways of thinking.

- Senior Executive, 2022

The 4 A's of the Continuous Leadership Developmental Cycle



The one-on-one coaching sessions provide a **personal and safe space to enhance leadership abilities**, encourage individuals to recognize their leadership styles, leverage their strengths while identifying challenge areas, and **collaboratively create behavioral action goals to respond to the uncertainties that lie ahead**.

OBJECTIVE	ACTIVITY
Awareness Identify personal leadership strengths & areas of improvement of current leadership style.	<ul style="list-style-type: none"> • Personality Assessment Test – Conduct & Review. <p>*The results of the assessment are shared & reviewed individually with each participant.</p>
Application Develop one goal to increase leadership abilities & formulate specific behavioral actions in daily routines to track implementation.	<ul style="list-style-type: none"> • Create an individualized Professional Development Plan (PDP) <p>*Identify goals & related behavioral actions.</p>
Adoption Review progress of adoption of behaviors.	<ul style="list-style-type: none"> • Identify the positive changes & barriers of implementing actions & revise as appropriate.
Achievement Celebrate accomplishments & plan for new goals for continuous development.	<ul style="list-style-type: none"> • Review 4-A's Leadership process & support for using the method for independent continuous development.

MBSC Executive Education Areas of Expertise

Programs List - 2023

Signature Programs

MBSC Advanced Management Program (AMP)
MBSC Advanced Leadership Program
MBSC Leading Healthcare Transformation Program
MBSC From Strategy Planning to Effective Execution Program

Topical Programs

MBSC Change Management Program
MBSC Women Leadership Program
MBSC Effective Decision-Making Program
MBSC Strategic Reframing: Scenario Planning Program

Online Programs

MBSC Leadership Essentials Program
MBSC Problem-Solving Through Creativity & Innovation Program
MBSC Strategy and Execution Program
MBSC for Non-Finance Managers Program
MBSC Leading Digital Transformation Program

Other Subjects to Offer

MBSC General Management Program (GMP)
MBSC Healthcare Strategy Program
MBSC Customer Experience Program
MBSC Business Analytics & Modeling Program
MBSC Family Business Management Program
MBSC Driving Corporate Performance: Balance Scorecard
MBSC Artificial intelligence in Business Program
MBSC Supply Chain Technology & Innovation Program
MBSC Service Excellence Program
MBSC Optimizing Value Network Program
MBSC One Built One Road Program
MBSC Behavioral Economics Program
MBSC Being an Equity Investor Program
MBSC Building Better Boards Program
MBSC Corporate Entrepreneurship Program
MBSC From Idea to Market Online Program
MBSC Advanced Leading Digital Transformation Online Program

*Any of the programs above can be delivered in a face-to-face or an online format or customized to organizations.
The program length and structure are subject to change.



MBSC EXECUTIVE EDUCATION **IMPACT & PARTNERS**

92% of the participants **would consider taking another MBSC Executive Education program** and **would recommend** the programs to their circle

MBSC Executives Education serves government, semi-government, and private sector. Here are some of our partners



Learn from **accomplished Professors** who are a cut above the rest in their field, are **based in Saudi Arabia**, and come from diverse international backgrounds.



Dr. Zeger Degrave
Executive Dean



Dr. Larissa von Alberti-Alhtaybat
Vice Dean of Programs, Associate
Professor of Accounting



Dr. Haya Al-Dajani
Professor of Entrepreneurship
& Director Signature Learning
Experience



Dr. Muhammad Azam Roomi
Professor of Entrepreneurship



Dr. Nikolaos Tzokas
Professor of Marketing



Dr. paul Frijters
Academic Director of Research,
Professor in Economics



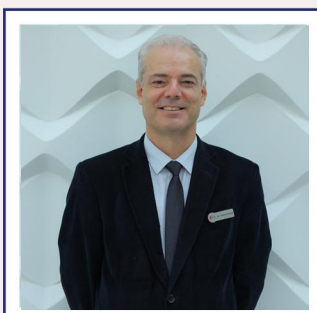
Dr. Farzad Rafi Khan
Professor of Strategy



Dr. Georgios Daskalakis
Academic Director of the MiF,
Associate Professor of Finance



Dr. Joris van de Klundert
Professor of Operations
Management



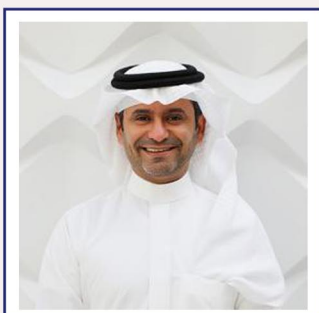
Dr. Erman Coskun
Professor of Management
Information Systems and
Information Technology



Dr. Joel Evans
Associate Professor of
Management



Dr. Yasser Bhatti
Associate Professor of Strategy
& Innovation



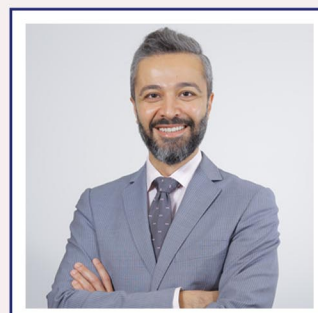
Dr. Aseel Al Ghamdi
Academic Director of MiM ETC
Concentration, Assistant Professor
of Marketing



Kimberly Deatherage-Mominah
Instructional Assistant Professor
of Organizational Behavior



Dr. Abdulrahman Hariri
Assistant Professor of
Entrepreneurship



Dr. Tarek El Masri
Assistant Professor in Accounting

MBSC Executive Education Certificates

Upon successful completion of the Executive Education program, participants are awarded **one of two types of a certificate to recognize their efforts**, depending on the nature of the program:

Certificate in Business Excellence (CBE)

When participants complete a modular program in more than one subject area. (E.g. Certificate in Business Excellence in General Management Program).

Certificate in Business Specialty (CBS)

When participants complete a program in one subject area. (E.g. Certificate in Business Specialty in Leadership, Idea to Market, Change Management, Finance, Leadership, or Strategy).

* All Participants will be awarded with a Digital Certificate.



Past Participants Experience



We are keen to develop management skills and creative working environment. At the NHC we launched the Elite Leadership Program in collaboration with MBSC ExecEd to contribute to raising the level of professionalism, and excellence in instructional performance to achieve strategic goals and increase productivity.”

Mohammad Albuty,
CEO, National Housing Company (NHC)



I found the customized program very valuable as it covers all the aspects needed for a Mid-Management position. We chose it because it tackles all the localized subjects/-cases aligned with Vision 2030

Head, HR Development & CoE
Saudi Railway Company (SAR)



It was an honor; I learned from each module; it was a pleasant experience

Ayman AlZamil,
CEO, Kabi Holding



I want to thank the professor as he created a safe online learning environment to learn and enjoy the IT world!.

Online Program Participant,
Director Level



I had so much fun with this fantastic group of intellectuals.

Eng. Mohammed Abu Dawood
Managing Director, Abu Dawood & Partners



Thank you, MBSC, for making opportunities available in KSA.

Bakor Tounsi
CEO, Twina

We are here for you...

If you have additional questions or require any customization inquiries of finding the program that suits your needs, contact the MBSC Executive Education Advising team.



كلية الأمير
محمد بن سلمان
للإدارة وريادة الأعمال

Prince Mohammed
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**EXECUTIVE
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