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Prince Mohammed  
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Business & Entrepreneurship

KAEC • RIYADH

# EXECUTIVE EDUCATION

# MBSC EXECUTIVE EDUCATION

PROGRAM PORTFOLIO 2024



# MBSC Executive Education Areas of Expertise

**Non-exhaustive**

## PROGRAM LIST 2024

### MANAGEMENT & LEADERSHIP

Advanced Management Program  
 Advanced Leadership Program  
 Women in Leadership Program  
 Digital Marketing Program  
 Integrated Marketing Communications Program (IMC)  
 Leadership Essentials Program

### STRATEGY

From Strategy Planning To Effective Execution Program  
 Strategy And Execution Program  
 Strategic Reframing Program The Oxford Scenario Planning Approach  
 Change Management Program

### FINANCE

Finance For Non-Finance Managers Program

### HEALTHCARE

Healthcare Strategy Program  
 Leading Healthcare Transformation Program

### DIGITAL INNOVATION IN BUSINESS

Leading Digital Transformation Program

### OTHER SUBJECTS TO OFFER

General Management Program  
 Effective Decision-Making Program  
 Business Analytics & Modeling Program  
 Family Business Management Program  
 Driving Corporate Performance Program Balance Scorecard Program  
 Supply Chain Technology & Innovation Program  
 Service Excellence Program  
 Optimizing Value Network Program  
 One Built One Road Program  
 Behavioral Economics Program  
 Building Better Boards Program  
 Corporate Entrepreneurship Program  
 From Idea to Market Program  
 Leading Healthcare Transformation Program  
 Artificial Intelligence in Business Program  
 Advanced Leading Digital Transformation Program

\*Any of the programs above can be delivered in a face-to-face or online format or customized to organizations.

The program length and structure are subject to change.

MANAGEMENT & LEADERSHIP	LENGTH	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	FEE/SAR
<b>MBSC Integrated Marketing Communications Program (IMC)</b> The program equips marketing specialists with the skills and knowledge to design consistent and effective brand communications for target audiences. Industry experts will be invited to participate in class sessions to further extend the practical experience of participants.	3 days							July 29 <sup>th</sup> - 31 <sup>th</sup>						11,900
<b>MBSC Digital Marketing Program</b> In this program, you will appreciate the changing landscape of digital marketing in Saudi Arabia and the world. The experiential nature of the program will allow you to integrate this knowledge and skills through hands on applications and in doing so deliver immediate benefits for your company and the wider effort towards achieving the excellence required for the realization of Vision 2030 and beyond.	2 days									Sep 15 <sup>th</sup> -16 <sup>th</sup>				11,900
<b>MBSC Advanced Leadership Program</b> This program is designed to provide managers with the mindset that allows their leadership capabilities to continue expanding and improving throughout their lives. It is for leaders already leading departments organizations, exploring the transition into more strategic roles.	2 modules of 3 days each											<b>Module 1: (3-day)</b> Nov 10 <sup>th</sup> -12 <sup>th</sup>  <b>Module 2: (3-day)</b> Dec 1 <sup>st</sup> -3 <sup>rd</sup>		22,500
<b>MBSC Women In Leadership Program</b> 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.	3 days												Dec 1 <sup>st</sup> -3 <sup>rd</sup>	14,900

\*Earn a Certificate in Business Excellence when completing 3 programs with MBSC Executive Education or complete a modular program in more than one subject area.

For complete program information: <https://www.mbsc.edu.sa/executive-education/>  
 For a personal consultation, contact our Executive Education team at [inquiry.eced@mbsc.edu.sa](mailto:inquiry.eced@mbsc.edu.sa) or +966 544 603 880.

*Dates and fees are subject to change.*

STRATEGY	LENGTH	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	FEE/SAR
<b>MBSC Change Management Program</b> The program is designed to provide innovative approaches to change management that will transform leaders and their organizations into game-changers. Participants will craft and executive purpose-driven, performance-oriented, and principles-led strategic change initiatives.	2 days									Sep 15 <sup>th</sup> - 16 <sup>th</sup>				9,500
<b>MBSC Strategic Reframing Program</b> <i>The Oxford Scenario Planning Approach</i> This program follows 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 stakeh olders through a relatively new strategic tool - scenario planning.	3 days									Sep 8 <sup>th</sup> - 10 <sup>th</sup>				11,900
<b>MBSC From Strategy Planning to Effective Execution Program</b> This program is designed to craft and implement strategies that can be put to practice, produce the results and fill the gap between where the organization want to be and where it is now. "The Strategy Implementation Gap.	3 days										Oct 27 <sup>th</sup> - 29 <sup>th</sup>			11,900
FINANCE	LENGTH	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	FEE/SAR
<b>MBSC Finance for Non-Finance Executives Program</b> This program provides a comprehensive foundation to accounting and finance principles and practices, which supports managers in unders -tanding the financial impact of their decision and incorporating the financial perspective into their decision-making.	3 days		Feb 25 <sup>th</sup> - 27 <sup>th</sup>											8,900
HEALTHCARE	LENGTH	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	FEE/SAR
<b>MBSC Healthcare Strategy Program</b> 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.	3 days						Jun 30 <sup>th</sup> - July 2 <sup>nd</sup>							14,900

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MANAGEMENT & LEADERSHIP	LENGTH	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	FEE/SAR
<b>MBSC Leadership Essentials Program</b> The program equips leaders with frontier-of-knowledge tools and leadership skills through practically applicable scenarios and eventually helping their followers/associates become leaders. It's for high-potential professionals ready for more significant growth.	5 weeks					May 5 <sup>th</sup> - Jun 4 <sup>th</sup>  *1st Delivery				Sep 29 <sup>th</sup> - Oct 29 <sup>th</sup>  *2nd Delivery				8,500
FINANCE	LENGTH	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	FEE/SAR
<b>MBSC Finance for Non-Finance Managers Program</b> This program provides a comprehensive foundation 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.	4 weeks					May 19 <sup>th</sup> - Jun 10 <sup>th</sup>  *1st Delivery					Oct 13 <sup>th</sup> - Nov 4 <sup>th</sup>  *2nd Delivery			6,500
DIGITAL INNOVATION IN BUSINESS	LENGTH	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	FEE/SAR
<b>MBSC Leading Digital Transformation Program</b> 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 utilizing social media, cloud computing, business analytics, managers, industry 4.0, Digital Transformation of services and companies, and decision-making with IT and IS.	5 weeks							July 28 <sup>th</sup> - August 28 <sup>th</sup>  *1st Delivery				Nov 17 <sup>th</sup> - Dec 18 <sup>th</sup>  *2nd Delivery		7,800

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## 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.



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