

Executive MBA «Strategy & Leadership»

Programme Prospectus

Programme Description: MBA programme is specifically designed for executive and top managers of various companies. It covers all major topics relevant to the successful leadership and management of the organizations. The target of the program is to equip professionals with relevant business knowledge and tools in order to improve their own and company's performance, identify weaknesses and increase efficiency.

Programme allows participants:

- To summarize and systemize accumulated managerial experience
- To develop effective communicational style while interacting with colleagues, partners and shareholders
- To form the perspective of strategic development of a company
- To improve the skills required for effective strategic decisions making in the conditions of change
- To master technologies of personal brand development and promotion
- To obtain updated knowledge and practical tools as well as a new perspective for successful business development
- To perfect the art of business negotiations
- To develop leadership potential

Graduation Certificate:

- MBA Diploma

Programme duration:

- 1,5 years (18 months)

Programme format: *Blended / Modular.*

Module is being taught in a module format on a monthly basis. Each module includes:

- 4-days in-class teaching spread over the long weekend: Thursday, Friday, Saturday, Sunday) modules once a month. One travelling module will be offered to participants - foreign internship (5-7 days).
- Webinars and online discussions
- Compulsory written assignments

Total number of modules: 14 followed by the Thesis submission

The programme also includes thematic modeling, club meetings, group and individual coaching.

PROGRAM STRUCTURE

Module 1. Team-Building and Leadership

Leadership is one of the core courses of the Executive MBA programme. The knowledge obtained within the context of this course allows you to improve the skills of the management team-building as well as the effective leadership skills in consideration of external environment, life cycle, strategy and other factors of the company development. The leader should be able to vary with the task at hand. So, the task of development of the most popular on the market communicative leadership roles, such as administrator, negotiator, encourager, coach, is also completed during the programme.

Module 2. Economics and Legal Environment of Business

This module introduces students to the modern tools of economic analysis for the short-term and strategic decisions. This allows a director (manager) to choose the best way to utilize company's resources.

Program participants gain and master the skills of economic decisions making with the consideration of legal framework, market conditions (supply and demand), technology and costs. This allows managers to deal with market more efficiently and with higher competitive advantage.

Module 3. Strategy: modern practices of development and implementation

This module allows students to understand the logic of the process of strategic alternatives formulation, development and implementation of company's strategy and strategic goals. The course covers the current practice of using the balanced scorecard, portfolio and strategy development system for the competitive company.

Module 4. Organizational Behavior and HR Strategy

This module covers the behavioral theories and development of behavior management skills. The questions of HR management are also considered taking into account the Middle Eastern specifics, professional level of students and strategic focus of the program.

Special attention is paid to the present-day role of HR department, the evaluation of HR management system's effectiveness within the framework of company KPI, allocation of funds and personnel costs optimization, work methods with the skill pool.

Module 5. Marketing Management

This module is dealing with the concept of strategic marketing planning as an element of corporate strategic process. Marketing is seen as a tool of competitive advantage for the company operating in dynamic markets. Client is considered as a capital asset of the company and source of profit.

Module covers modern tools of marketing communications, distribution strategy and effective pricing development of marketing plan.

This module also provides seminars by practitioners which will allow program participants to gather experience in effective marketing solutions. Special seminar within this module deals with the reputational PR-technologies.

Module 6. Financial and Investment Strategy

This module allows students to acquire the most relevant information on the sources of company financing, fundraising and costs. The key topics of the course are: company capital structure, capital and company value, dividend policy.

During the learning process participants can look at the investment and financial decisions from a new perspective: considering the conditions of financing when evaluating the investment projects; considering the uncertainty and risks through money flows and capital value; evaluation of financial productivity of the company and its divisions from investor's perspective.

Module 7. Project Management and Restructuring of Business Processes

This module allows the programme participants to master the system approach to project management on the basis of the PMI-methodology which is one of the most popular methodologies in international practice of project management. Students will learn modern technologies of planning and managing the processes of the company business processes restructuring, methods of designing the business processes models with the use of modeling tools, tools of analysis and restructuring of the models designed. Within this course directors (managers) will improve their skills of planning, project control and completion, skills of projects' decisions making with account of certain objectives of development of their company.

Module 8. TOP-managers' Communications and Corporate Culture

This module is implemented in the format of training workshop which will allow a manager to find out or to build his/her communicative space, improve communication efficiency by making it goal-oriented, systematic and consistent one, to work more effectively with the business parties concerned where they are the partners, competitors or direct subordinates. The programme participants will get the relevant knowledge which will allow them to build the uniform understanding of the internal and external characteristics of the company in their team, to work out the method of organizational culture development. Also the methods for development and integration of the core values system in the company will be completed during the training session.

Module 9. Strategic Organizational Diagnosis and Design

By using the unique software programme and the recent developments in the area of stakeholders theory the programme participants will get the opportunity to:

- run the strategic-type diagnostics of their company towards the main stakeholders;
- identify the peculiarities of internal organization of their company by the unique procedure;

- reveal the potential inconsistency between the strategy, leadership style, organization structure, internal climate of the company and other factors;
- get recommendations for lowering of level of the strategic organization inconsistency at their company to execute the strategies more successfully.

Module 10. Business Evaluation and Business Cost Management

In the context of this module the programme participants will get the opportunity to look at their businesses as the appraisal objects. The other factors of business value formation, the types of assessed value, the income, market and cost approaches to evaluation of business value will be learnt during the group sessions. One of the essential components of the course is examination of issues related to the final value adjustments and coordination of approaches, selection of adequate information and formulation of final conclusions.

Module 11. Innovation Strategy

This module allows you to look at innovations through the eyes of experienced consultant by examples of development and implementation of the corporate and competitive strategies. The students will learn about the uncommon objects of strategy, methods of formulation of innovation strategies. The module is implemented in interactive format of discussions and situational workshops.

Module 12. Change Management

This module deals with studying of failure origin at attempts to change the company; the nature of organization, the nature of human resource, the nature of changes as the causes of opposition origin. The programme participants run the special diagnostics of the company and assess where the company is ready for changes or not, they also make an analysis of power of influence, management reshuffling decisions analysis, master a technique of remedial actions. Development of programmes for tracking changes: the method of five concurrent processes, methods of mobilization. Giving attention to organizational culture in the process of tracking programs development. The history of company change, common mistakes and effective solutions.

Module 13. Quality Management

On the basis of analysis and integration of the wealth of experience of the quality systems development in international, Middle Easter and Russian companies the programme participants will obtain the most specific and highly professional knowledge and recommendations in the following areas:

- Development of the quality policy and goals of the company
- New approaches of certification of the quality management systems in the company
- Implementation of quality philosophy in the company
- Development of the employee incentive programme on the basis of quality policy development and goal setting

Module 14. International business (travelling module)