



One World, One University



## International Professional Diploma in Executive Management

متوفر  
باللغة  
العربية

### الدبلوم المهني الدولي في الإدارة التنفيذية



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## ❖ Introduction:

The executive management responsible for the conduct of business tasks from various aspects, starting from setting goals and participating in formulating them until selecting human resources, identifying and implementing the most important policies needed by the conduct of work, supervising the implementation of tasks and following up on achieving goals. The strategies of the executive management include drawing the most important goals followed in various institutions in addition to motivate employees, evaluate performance on an ongoing basis, prepare and draft various reports on the progress of work and achieve goals plus evaluating the performance of employees, organizing the communication process at work, defining tasks between various departments





in addition to organizing various training courses for workers, setting goals and priorities, controlling the level of relations between workers and organizing business powers for each department from Operating departments plus controlling the work system and continuous evaluation of the extent to which work goals are achieved, while providing support and guidance to workers and taking appropriate decisions according to work needs.





## ❖ Aims:

- The strategies of the executive management include following up and implementing the various strategies determined by the senior management.
- Cooperating with department heads and based on reading the market conditions and conditions, determining business requirements and formulating plans in the short and long term.
- Set appropriate strategic plans to implement the work and follow up on them.
- Escalation of leadership in various departments. The strategies of the executive management also include working on solving various problems that workers face during the implementation of various work tasks of the institution.





- Executive management strategies contribute in transforming the visions that the institutions aim to achieve in tangible reality with access to the best results. The CEO usually has extensive experience and knowledge of work conditions and markets.
- The executive director has these experiences through work, various professional experiences, continuous training, the exploitation of various thinking styles for innovation, creativity and access to distinct ideas. There is no area of economic work exist without the presence of the executive management.





- Refining the skills and experiences of these managers by providing a selection of knowledge that is not available in traditional study programs in order to prepare and enable these workers to provide the best levels of performance in their fields of work, especially with the great developments witnessed by the world and the increasing challenges in the markets that require other administrative systems. Better commensurate with those variables and help institutions achieve their goals at the required level
- The executive management aims to build strong working relationships between the institution and the consumers of the enterprise's production, whether in the public or private sector, in addition to coordination between the various work units in the institution so that each of them has a specific specialization and carries out the tasks assigned to it in light of the general policy of the institution





- The administration aims to raise enthusiasm among the work team as well as directing and supervising its work so as to achieve the largest possible production within the limits of this team's capacity and the tasks assigned to it.
- The International Professional Diploma in Executive Management aims to provide participant with a comprehensive and clear vision in the field of administrative sciences in general, in parallel with establishing a strong and confident ground in the field of executive management that enriches the knowledge of executives and provides them with many modern skills to develop their ability to analyze, institutional planning, research and development which makes them one of the main pillars of the success of the organization in which they work





### ❖ **Tasks assigned to the Executive Management:**

- Achieving business efficiently and effectively to achieve the goals of the institution and help it grow in the local and international markets.
- Reviewing and analyzing the status quo of the institution, and developing strategic plans to reform the current situation.
- Reviewing the personnel files of the institution and the responsibilities and powers of each of them, and amending them in a manner that requires the interest of work.
- Monitoring all departments and workers in the institution.
- Organizing relationships between the various departments in the institution.





- Finding solutions to internal and external administrative problems.
- Reviewing the internal regulations in force in the institution, amending them and circulating them to all employees of the institution.

❖ Program axes:

❖ **First module: Organization of Production.**

- Production / Operations Management.
- Financial department.
- Procurement Section.
- Sales / Marketing department.
- Department of Transportation and Distribution.
- Research and development departments.
- Recent trends.
- The relationship of the marketing department with other departments.
- Organization of production.
- Economies of scale.
- Decrease in volume





- Capital versus labor intensity.
- Production flow, automation, and location.
- What are the roles of the production department?
- Production unit.
- Mass production.
- Administrative specialization.
- Department of production and feasibility studies.
- Network analysis.
- Research and development.
- Research, development and product life cycles
- Research and development: rapid change and financing.
- Utilizing capabilities.
- Self-assessment test.

❖ Second module: Work efficiency

- Why businesses fail?
- Planning and calculating costs.
- Covering costs





- Information for planning.
- Cost calculation problems.
- The procurement function.
- The importance of buying.
- Alternatives to deterministic buying.
- Fixed price agreements.
- Tenders.
- Inventory control.
- The time limit.
- The cost of running out of stock.
- Inventory and Information Technology.
- Material requirements planning and manufacturing resource planning.
- Study and analysis of the administrative situation.
- Self-assessment test.





## ❖ Fourth module: Job Design and Lean Production

- Incentives and rewards.
- Job design theory.
- Streamline functionality.
- The advantages of simplifying the job.
- The disadvantages of simplifying the job.
- Job expansion.
- Job enrichment.
- Administrative requirements in job design.
- Setting goals.
- Production of production cells.
- Alternative work schedules.
- Quality control.
- Total Quality Management.
- Methods of production on time.
- Quality assurance.





- Self-monitoring versus inspection.
- Freedom from defects and standard setting.
- Critical Path Analysis.
- Decision Tree.
- The ninth self-assessment test.

❖ **Fifth module: Dealing with Change**

- Changes happening in environment
- The company's response to change.
- Overcoming resistance to change.
- Effects of change.
- External advice as a change agent.
- Problems of change in size.
- Growth and management reorganization problems.
- Change in ownership.
- Organizational development.
- Contingency planning / crisis management.
- Self-assessment test.





## ❖ Participants:

- The International Professional Diploma in Executive Management targets plan and project designers, administrators, and executive management managers.
- All workers within the executive sectors in government institutions, private sector institutions, voluntary institutions, or those who expect this in the future.
- It also specifically targets full-time workers to overcome the problems that prevent them from completing the study and developing their capabilities for educational achievement due to their temporal and spatial connections to work.

