

## **Executive Education** **التعليم التنفيذي**



**Welcome back to learning!**  
Design a program that is right for  
your organization



## URBAN PLANNING

- Urban Planning and Real Estate Development
- Real Estate Economics and Investment



## DESIGN MANAGEMENT

- Design Management: Delivering Design Success
- Design Strategy
- Designing New Value Propositions



## INTERIOR DESIGN

- Interior Branding
- Color Theory
- Signage Systems



## TRANSLATION AND INTERPRETATION

- Translation and interpreting: Core Skills
- Bilingual Creative Education
- Teaching Arabic as a Foreign Language



## ENERGY, ENVIRONMENT AND SUSTAINABILITY

- Sustainable Development
- Environmental Management Systems
- Environmental Impact Assessment



## LEADERSHIP AND MANAGEMENT

- Leadership Development
- Emotional Intelligence
- Strategic Planning and Implementation
- Management Skills
- Leading Across Cultures
- Emerging Leaders
- Change Management
- Human Resources Management (HRM)
- Knowledge Management



## WOMEN IN LEADERSHIP

- Agency and Empowerment: Navigating Social Intelligence
- Doing Leadership Differently: A Leadership Development Program for Women
- Negotiation Strategies for Women
- Women in Organizations: Recruitment, Retention and Promotion
- Managing Across Genders



## DESIGN THINKING

- Business Model Design
- Design Thinking for Business Innovation
- Design Thinking for Organizational Change



## COMMUNICATION

- Strategic Engagement through Social Media
- Storytelling and Creativity in Communication
- Crisis Communications
- Communicating Across Multiple Channels: Monitoring, Analytics and Response
- 360 Degree Campaign Planning and Execution
- Communication Policy, Regulation and Laws
- Internal Communication
- Communication and Nation Branding
- Public Speaking and Effective Presentations
- Specialized Topics in Government Communication

Our **INTERDISCIPLINARY PROGRAMS** draw on the expertise of our diverse network of professors, researchers and subject matter experts. By working with our executive education team, you can tailor-make a program that is right for your organization and the talent within it.



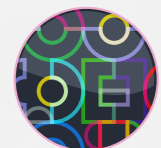
## DECISION MAKING

- Optimization Techniques in Decision Making
- Getting It Right: Overcoming Bias in Decision Making
- Methods and Techniques of Creative Problem Solving
- Critical Thinking
- Decision Making in Health Care



## BUSINESS INTELLIGENCE

- Building and Sustaining Innovation
- Business Analytics and Data Visualization for Management



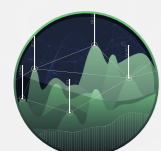
## MARKETING AND ADVERTISING

- Developing and Implementing Marketing Plans
- Service Excellence
- Customer Experience Design
- e-Commerce
- Luxury Brand Management
- City Branding



## ENTREPRENEURSHIP AND FAMILY BUSINESS

- Entrepreneurship and Innovation
- Family Business: From Legacy to Leadership
- Enduring Family Business: From Intention to Impact



## MACROECONOMICS AND INTERNATIONAL AFFAIRS

- Digital Economy
- Global Macroeconomics for Executives
- Behavioral Economics for Management
- Policy Development
- Oil and Gas in the GCC
- International Affairs and Relations



## TECHNOLOGY AND INFORMATION SYSTEMS

- Artificial Intelligence (AI)
- Smart City
- Data Analytics: Integrating Analytical Thinking and Technology Skills
- E-Commerce and Digital Economy
- Decrypting Cryptocurrencies: An Introduction to Digital
- Currency Analysis and Investment
- Introduction to Blockchain
- Cyber Security Awareness
- Mobile Application Development Using Android



## FINANCE

- Finance for Non-Finance Managers
- Financial Decision Making
- Technical Analysis and Trading Systems
- Capital Budgeting and Investment Decisions
- Mergers and Acquisitions



## ACCOUNTING

- Governmental Accounting
- Value Added Tax (VAT) Training
- Internal Audit
- Forensic Accounting and Fraud Examination



## OPERATIONS MANAGEMENT, SUPPLY CHAIN AND LOGISTICS

- Project Management
- Six Sigma Certification Training
- Supply Chain Management
- Quality Assurance and Quality Control (QA/QC)
- Government Excellence Model
- Global Sourcing
- Inventory Management
- Safety Management

- Emerging Leaders Program
- National Development
- Government Studies

- Organizational Excellence
- Women in Leadership
- Mini-MBA for Executives

- Applied Data Science
- Smart City Studies
- FinTech