



# EXECUTIVE CERTIFICATE IN GLOBAL LEADERSHIP



## SCHEDULE OF SEMINARS

### **Orientation and 360 Evaluation of Leadership Potential (September 29 and 30, 2017)**

Every organisation needs a leadership cadre, not just a few superstars! Through psychometric tools, each attendee's leadership potential will be evaluated and results will form the foundation for creating individualized career development plans.

### **Leadership Accelerators and Derailers (November 3 and 4, 2017)**

Using proven techniques to enlist participant action, students will learn and practice ways to better project personal presence, be seen as competent, and importantly, articulate a clear and compelling direction that encourages buy-in and true engagement from others. This seminar will use the well-validated Hogan Derailers assessment to challenge students to develop a keen eye for those occasions when their strengths may become liabilities, and then plan for strategies to be maximally effective.

### **Developing a Personal Leadership Brand (December 8 and 9, 2017)**

Using the Center for Leadership's competency model, The Competency Builder© and its central core principle of Leading Self as the foundation for effective and efficient leadership, this seminar challenges individuals to define for themselves key factors essential for effective leadership in the 21st century, including personal and professional values, networking, and essential factors for creating a leadership brand.

### **Strategy and Innovation (January 26 and 27, 2018)**

Successful leadership requires the ability to think and act strategically. Yet it is something that almost every leader could do better. This module focuses on helping you think differently about your unit's problems and opportunities, your organization's problems and opportunities, and then acting on that strategy in a way that promotes innovation and change.

### **Motivating and Developing Others (March 2 and 3, 2018)**

Teamwork has obvious advantages in some contexts but may not work effectively in others. Teamwork is especially challenging on complex tasks, including tasks that require innovation. We will cover the pitfalls and benefits of teamwork, and the ways in which one can optimise the effectiveness of teams. The course will be based on the latest evidence in the literature on effective teamwork and will be complemented by the discussion of cases and practical exercises.

### **Issues in International Finance (March 30 and 31, 2018)**

As money, capital, and derivatives markets expand exponentially and as businesses find themselves interconnected to the global economy as a result, the professional business manager needs to continue to learn about changes that may impact their firm's future. Critical thinking will be developed through analysing a selection of cases and articles which may include such topics as the impact of currency markets on risk, hedging strategies, the cost of capital for international expansion, and financing sources for import or export expansion.

### **Strategic Accounting - Case Analysis (April 28 and 29, 2018)**

### **Management in Organisations (May 25 and 26, 2018)**

This course addresses topics of management and organisational behavior, beginning with a micro focus, embarking from the individual level of analysis and then moving on to group behaviour in organisations. Additional topics at the organisational level of analysis include decision making, communication, planning, structure, leadership, technology and globalisation, politics and power, culture and organisational change, conflict and negotiation.

### **Marketing Management (June 29 and 30, 2018)**

This course reviews the major aspects of marketing strategy for impact in the marketplace. In addition to reviewing essentials of consumer psychology, the course reviews the effectiveness of various types of marketing media and message in terms of impact on the intended market. Topics include marketing mix, the product life cycle, approaches to pricing, packaging, and distribution, the drivers of consumer decisions, and market research.

**NOTE: Schedule subject to change.**

Register now! Email [lead@ucci.edu.ky](mailto:lead@ucci.edu.ky) or call 623.0546.