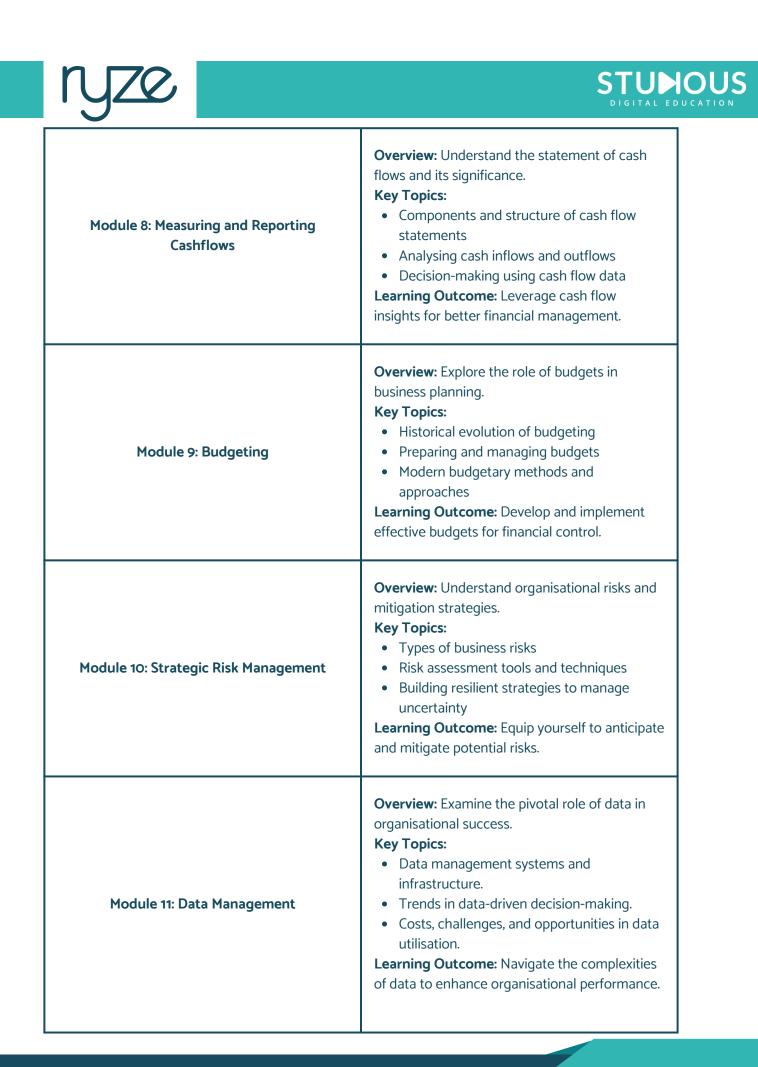| Programme Outline	
Programme title	Executive MBA Essentials
Module 1: Leadership	**Overview:** Understand the principles of effective leadership. **Key Topics:** • Characteristics of successful leaders • Leadership styles and their applications • Building trust and influence within teams **Learning Outcome:** Develop personal leadership skills to inspire and guide others effectively.
Module 2: Strategy	**Overview**: Understand the principles of effective leadership. **Key Topics:** • Characteristics of successful leaders • Leadership styles and their applications • Building trust and influence within teams **Learning Outcome:** Develop personal leadership skills to inspire and guide others effectively.
Module 3: Sustainable Management and Net Zero	**Overview:** Explore sustainability and its integration into business practices. **Key Topics:** • Core concepts of sustainable management • Understanding net-zero targets and initiatives • Global trends and regulatory frameworks **Learning Outcome:** Build knowledge to lead sustainable transformations.

Module 4: Sustainable Operations Management	**Overview:** Study sustainability in operational processes. **Key Topics:** • Core aspects of Operations Management • Environmental impact and sustainability in operations • Achieving net-zero within operational frameworks **Learning Outcome**: Apply sustainable practices to enhance operational efficiency.
Module 5: Operations Management: The Design of Operations	**Overview:** Explore the interplay between process, product, and service design. • **Key Topics:** • Objectives of process design • Aligning design with organisational goals • Innovation in operations design **Learning Outcome:** Master the design principles to optimise business processes.
Module 6: Accounting - Introduction to Accounting	**Overview:** Build foundational knowledge of accounting and finance. **Key Topics:** • Basics of financial accounting • Role of accounting in decision-making • Overview of financial statements **Learning Outcome:** Gain confidence in interpreting and applying accounting principles.
Module 7: Measuring and Reporting Financial Position	**Overview:** Learn to use the statement of financial position for organisational analysis. **Key Topics:** • Structure and components of the financial position statement • Evaluating assets, liabilities, and equity • Practical applications in business scenarios **Learning Outcome:** Assess and report financial health effectively.

Module 8: Measuring and Reporting Cashflows	**Overview:** Understand the statement of cash flows and its significance. **Key Topics:** • Components and structure of cash flow statements • Analysing cash inflows and outflows • Decision-making using cash flow data **Learning Outcome:** Leverage cash flow insights for better financial management.
Module 9: Budgeting	**Overview:** Explore the role of budgets in business planning. **Key Topics:** • Historical evolution of budgeting • Preparing and managing budgets • Modern budgetary methods and approaches **Learning Outcome:** Develop and implement effective budgets for financial control.
Module 10: Strategic Risk Management	**Overview:** Understand organisational risks and mitigation strategies. **Key Topics:** • Types of business risks • Risk assessment tools and techniques • Building resilient strategies to manage uncertainty **Learning Outcome:** Equip yourself to anticipate and mitigate potential risks.
Module 11: Data Management	**Overview:** Examine the pivotal role of data in organisational success. **Key Topics:** • Data management systems and infrastructure. • Trends in data-driven decision-making. • Costs, challenges, and opportunities in data utilisation. **Learning Outcome:** Navigate the complexities of data to enhance organisational performance.

Module 12: Future Developments	**Overview:** Explore emerging technologies and their impact on businesses. **Key Topics:** • Digital transformation and innovation. • New market dynamics driven by technology. • Preparing for the future of work. **Learning Outcome:** Adapt to technological advancements shaping business environments.
Module 13: Leading Change	**Overview:** Implement effective organisational change. **Key Topics:** • Change management frameworks. • Role of leadership in driving change. • Overcoming resistance and engaging stakeholders. **Learning Outcome:** Lead successful change initiatives within complex organisations.
Module 14: Innovation Management	**Overview:** Discover strategies for fostering innovation. **Key Topics:** • Managing the innovation lifecycle. • Tools and techniques for innovative thinking. • Building a culture of innovation. **Learning Outcome:** Drive and manage innovation for competitive advantage.
Module 15: Branding	**Overview:** Understand the significance of branding in building organisational identity. **Key Topics:** • Elements of a strong brand. • Branding strategies and positioning. • Case studies of successful brands. **Learning Outcome:** Create impactful branding strategies to resonate with audiences.

Next steps: Once the above modules are completed successfully completed through the in-app reading, quizzes and workshop attendance, learners will receive an invitation to their VIVA (final exam online meeting).