

2024

# EXECUTIVE MINI MBA

**by PEEC**

**The Professional and  
Executive Education  
Centre, Erbil - Kurdistan**



University of  
**KURDISTAN**  
Hewlêr



# WHY EXECUTIVE MINI-MBA?



“An organization's ability to learn and translate that learning into action rapidly is the ultimate competitive advantage.”

*JACK WELCH*

## Key Purpose:

To stay competitive in the market, a business must engage in continuous education programmes to stay up-to-date with the latest trends and best practices.

Therefore, this Executive Mini-MBA is designed for individuals in leadership roles, such as line managers, team leaders, and supervisors, who aim to enhance their business growth by gaining a comprehensive understanding of their industry and enhancing their competitive edge and knowledge in:

- ✓ Strategic Thinking
- ✓ Leadership
- ✓ Organizational Behaviour
- ✓ Finance
- ✓ Project Management
- ✓ Human Resources

Modules address relevant and region-specific regulations in the face of local customs, disruptions, and uncertainties (**VUCA world**).

By the end of the programme, you will be better equipped to address the challenges of today's rapidly changing business environment in the **Middle East**.



# Programme Overview

Training Title	Executive Mini-MBA
Training Type	60 - 80 hrs.
Training Dates	2023 - 2024 Programme
Assessment Methodology	Short Post-Assessments
Certificate	Certificate issued by UKH-PEEC, ACCA, LSC

## Programme Process

### Pre-Session

- ✓ Preparation
- ✓ Reading
- ✓ Insight

### Session

- ✓ Lectures with Seminars
- ✓ Presentations
- ✓ Mini-Consultations
- ✓ Guest Speakers
- ✓ Networking Opportunities
- ✓ Panel Discussions

### Post-Session

- ✓ Assignments that challenge your organization and link the knowledge you gained during the programme.



# Programme Structure



## CORE MODULES



## ADDITIONAL MODULES



## MINI-MBA SPECIALIZATION

- ✓ Strategic Management and Strategy Formulation in the VUCA World
- ✓ Change Management for Organizational Culture Transformation
- ✓ Human Resources Management
- ✓ Finance for Non-Finance Professionals
- ✓ Project Management
- ✓ Building a Responsible Leadership Style in Dynamic Times

### OPTION 1: UKH-PEEC

Two electives to deepen expertise and allow certification specification.

- ✓ Leadership
- ✓ Project Management

### OPTION 2: LONDON STRATEGY CENTRE

**Action Learning Project (ALP):** unique blend of leadership facilitation, strategy courses, and technology.

Customize your Mini-MBA for maximum BENEFIT and gain your specialization in:

- ✓ Leadership
- ✓ Project Management





## Core and Specialization Modules

A vital aspect of your Executive Mini-MBA education will involve active participation with industry experts and external partners. You will have multiple opportunities to interact with various sectors of the business world during your studies.

To give you the ultimate opportunity to take your managerial skills to the next level, you can continue your education journey with the prestigious **ACCA** and the **London Strategy Centre**.

Upon successful completion of their courses, you will obtain certificates from these worldwide recognized institutes, incl. the **Arab British Chamber of Commerce** and the **Chartered Management Institute** in addition to the PEEC certificate.

Choose one  
Specialization Module

Essential Modules

Code	UKH-PEEC Programme	Hours
<b>Module 1</b>	Change Management for Organizational Culture Transformation	<b>10</b>
<b>Module 2</b>	Human Resources Management	<b>10</b>
<b>Module 3</b>	Project Management	<b>10</b>
<b>Module 4</b>	Finance for Non-Finance Professionals	<b>10</b>
<b>Module 5</b>	Strategic Management in a VUCA Environment	<b>10</b>
<b>Module 6</b>	Building a Responsible Leadership Style in Dynamic Times	<b>10</b>
<b>Module 7</b>	<b>UKH-PEEC / Leadership</b>	<b>20</b>
<b>Module 8</b>	<b>UKH-PEEC / Project Management</b>	<b>20</b>
<b>Module 9</b>	<b>London Strategy Center</b> Action Learning Project (ALP): Unique blend of leadership facilitation, strategy courses, and technology.	<b>20</b>
<b>Total Hours</b>	<b>All Essential + 1 Specialization Modules</b>	<b>80</b>



# Core Modules Description





# Core Modules



## Module 1

### Change Management for Organizational Culture Transformation



This module is dedicated to exploring the powerful role of Change Management in assessing and reshaping organizational culture to align with the strategic objectives of a firm in the face of today's fast-paced and ever-changing business landscape. Organizational culture plays a pivotal role in determining the success or failure of strategic initiatives.

#### Key components of this module include:

- organizational culture theories,
- aligning organizational culture with strategic objectives,
- identifying areas that require change or realignment,
- an introduction to change management frameworks,
- practical guidance on how to plan, execute, monitor, and evaluate culture change initiatives effectively.

## Module 2

### Human Resources Management

This course aligns with the modules of 'Change Management for Organizational Culture Transformation' and 'Building a Responsible Leadership Style in Dynamic Times' to equip you with some fundamental knowledge and skills necessary to drive organizational change and lead the company towards your strategic goals.

#### Course highlights include:

- Foundations of HR Management
- Strategic HR Planning
- Recruitment and Talent Acquisition
- Employee Development
- Compensation and Benefits
- Diversity and Inclusion





Obtain a **Triple-Accredited** 'Project Management and Finance for Non-Finance Professionals' Certificate  
from

**BPP - UKH-PEEC - ACCA**



- Courses produced by BPP Professional Development
- A CPD certificate is available upon successful completion of the pack.

## Module 3 Project Management (ACCA)

This module explores some effective management systems and how they can contribute to an organization's strategic success. It provides a solid foundation in project management and equips learners with the skills to manage projects effectively, including governance, stakeholder engagement, and process optimization.

### It covers key aspects such as:

- project governance,
- structure,
- stakeholder engagement,
- assertiveness,
- process optimization, and
- the use of tools for successful project performance.



## Module 4 Finance for Non-Finance Professionals (ACCA)

This course aims to teach effective methods of managerial and financial accounting that help managers and directors to understand and analyze financial information and reports. Special attention is given to financial planning, control, and reporting, helping non-finance experts to interpret financial data and reports for better-informed decision-making.



### The learning objectives include an understanding of:

- how to discuss, interpret, and react to financial statements,
- accounting and financial management concepts,
- how to assess the strategic and operational value of finance functions,



Obtain a **Triple-Accredited** 'Strategic  
Management and Responsible Leadership'  
Certificate from

**LSC - UKH-PEEC - CMI**



**LONDON  
STRATEGY  
CENTRE**

Developing people and organisations  
in strategy, innovation and leadership



University of  
**KURDISTAN**  
Hewlêr



Distinct designation:  
Associate Fellow, Fellow, or Senior Fellow with CMI

## Module 5

## Strategic Management in a VUCA Environment

This course focuses on developing frameworks and tools to formulate effective strategies, think strategically, and make decisions that combat unique business challenges and gain competitive advantage, particularly in the contexts of an uncertain and disruptive business environment and digital transformation. The market in the Middle East is constantly changing and characterized by volatility, uncertainty, complexity, and ambiguity, also referred to as VUCA.



### This course aims to:

- give an understanding of market structure and how to conduct a SWOT analysis,
- provide tools to formulate company objectives and strategies and how to prioritize, align business activities, and allocate resources,
- cultivate an agile mindset to adapt to changes,
- provide tools to evaluate and measure performance.

## Module 6

## Building a Responsible Leadership Style in Dynamic Times

This module explores effective leadership styles in today's dynamic times that align with a company's strategic plan. Given the "VUCA" environment in and around Iraq, the course places significant relevance on "transformational leadership." This style involves leaders working collaboratively with their teams to identify necessary changes, create a change vision, inspire, and guide employees, and execute change alongside committed team members.



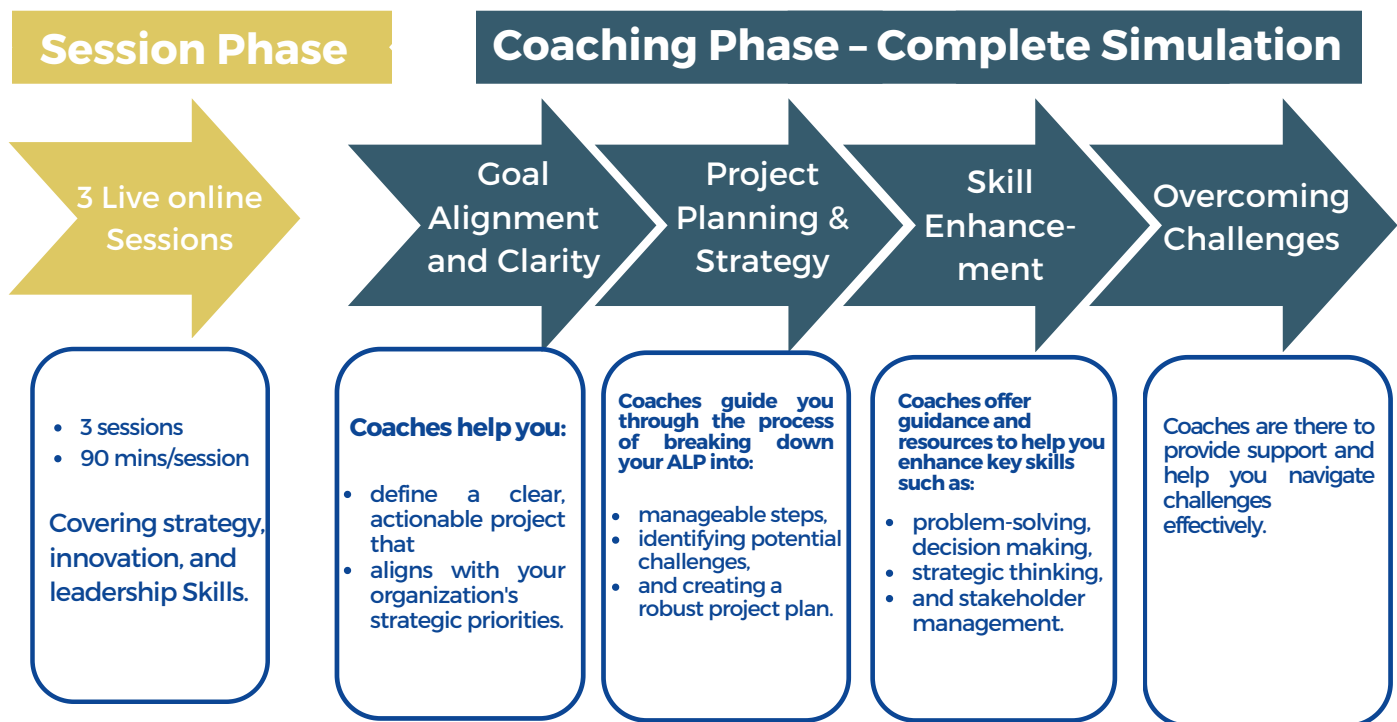
### Special attention is given to:

- different forms of leadership styles,
- effective communication styles and skills,
- building and leading effective teams,
- conflict handling,
- the importance of giving clear direction that aligns with a company's mission and goal, standardizing processes, collaborating, and committing to collective benefits.



# London Strategy Centre Coaching:

## What is Action Learning Project? (ALP)



## Benefits

By ensuring goal alignment, you are better positioned to deliver tangible results.

This ensures that your project is not only ambitious but also achievable.

These skills are essential for successfully completing your ALP and advancing in your career.

Whether it's managing project setbacks or addressing unexpected issues, our coaches offer guidance and strategies to keep your project on track.



## Key Requirements

Participants must meet the following requirements to be admitted to this programme:

- Undergraduate Degree
- At least one year of professional experience
- English language to be considered.

## Certification

Upon the completion of the Executive Mini-MBA programme, a certificate of 60 - 80 hours of completion from the University of Kurdistan Hewlêr – Professional and Executive Education Centre (UKH-PEEC) will be granted to the participants.

Please note that the Mini-MBA does not form part of an academic degree programme; therefore, the certificates cannot be used for further studies. No ECTS credits or transcripts are given.

A certificate will be issued by the institutes **ACCA** and the **London Strategy Center** upon successful completion of their courses and assessments.

- UKH-PEEC Certificate
- ACCA Certificate
- London Strategy Centre Associate Certificate.

### **Distinct designation:**

- Associate Fellow, Fellow, or Senior Fellow with CMI optional
- Graduation (Live Online)
- CMI certificate (Optional)





# **Additional Modules (Optional)**





## Additional Module 1    Marketing and Brand Management

**Special attention is given to:**

- value creation in areas such as product development and pricing,
- the impact of social media on branding and value creation of a product,
- digital marketing as the predominant method in the Iraqi Kurdistan,
- insights into other contemporary marketing practices in the region.

## Additional Module 2    Commercial Law

**Topics include:**

- international contracts,
- international trade law and cross-border disputes,
- foreign investment regulations,
- product liability,
- consumer fraud and deceptive advertising practices.

## Additional Module 3    Business Analytics **ACCA**

**This course will empower you to:**

- gain a solid grasp of fundamental concepts and quantitative analytical methods,
- put theory into practice by mastering the most common analytical methods,
- think critically about data,
- extract data-driven insights that will bolster your decision-making capabilities,



# Why PEEC?

## Certification and Credentialing

- Serving as indicators of professional competence that enhance career prospects and credibility within a given profession.

## Hands-On Learning

- Allowing learners to apply the theoretical knowledge they gain in a real-world setting.

## Client-Centric Approach

- Tailoring educational and training services to meet the unique needs and goals of individual learners or organizations.

## Flexible Learning Options

- Offering evening classes and part-time programmes to accommodate the schedules of professionals with diverse commitments.

## Continuing Education

- Offering continuing education opportunities for professionals to stay updated on the latest industry trends and developments.

## Industry Relevance

- Updating training programmes to ensure that they remain relevant to the evolving needs of the industry.





**Professionalism.**

**Empowerment.**

**Excellence.**

**Commitment.**



2024

# CONNECT WITH US!

Contact us to get more info:



[peec@ukh.edu.krd](mailto:peec@ukh.edu.krd)



University of Kurdistan-Hewler



(+964)-(0) 7502132305



[www.ukh.edu.krd/professional-and-exectuive-education-centre/](http://www.ukh.edu.krd/professional-and-exectuive-education-centre/)

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