



جامعة الإمام عبد الرحمن بن فيصل
IMAM ABDULRAHMAN BIN FAISAL UNIVERSITY





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IMAM ABDULRAHMAN BIN FAISAL UNIVERSITY

كلية إدارة الأعمال
College of Business Administration



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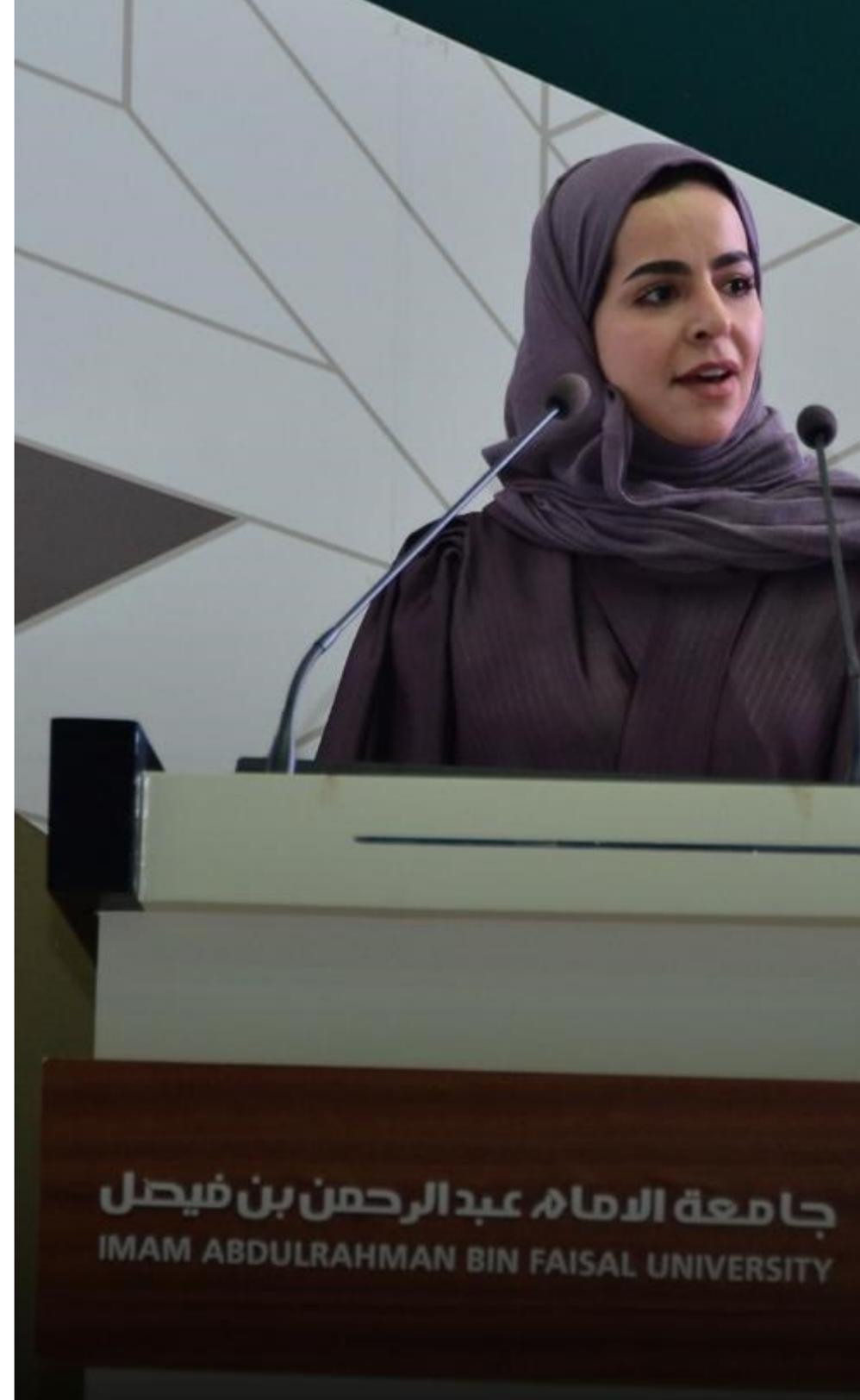
Welcome Message

It gives me immense pleasure and pride to welcome you as the head of executive programs at the College of Business Administration (CBA) in Imam Abdulrahman Bin Faisal University (IAU).

I am also pleased to present to you the introductory brochure for executive education, providing a solid foundation for future growth and development in executive training, development and community network. This introductory brochure will help shape the vision and provide a detailed road map to guide the executive education for the next many years.

Dr. Latifa Almusfar

Head of Executive Programs



Imam Abdulrahman Bin Faisal University – An Introduction

Imam Abdulrahman Bin Faisal University (IAU) was established in 1975 with two pioneering colleges, the College of Medicine and the College of Architecture. Almost five decades later this academic institution has grown into a leading research university with 21 colleges spread throughout the Eastern Province and a student population of over 45,000. As a preeminent research-based institution, IAU continues to grow and develop, continually assessing and improving its curricula and expanding its academic capabilities in all disciplines, while at the same time engaging the public in addressing environmental and community challenges.

Over the last many years, IAU moved up in the QS world ranking classification from 581st - 590th group in 2019, to 541st - 550th group in 2020. In 2023 IAU has been ranked 477 among the list of the top 1000 universities in the world. In the last five consecutive years, IAU moved up eight positions among Saudi universities ranking, where it was ranked at 13th position in the year 2015 to 5th in 2023.

IMAM ABDULRAHMAN
BIN FAISAL UNIVERSITY

Ranked

301+



www.thewur.com



College of Business Administration – An Introduction

The Council of the Ministry of Higher Education in the Kingdom of Saudi Arabia approved the College of Business Administration (CBA) at the Imam Abdulrahman Bin Faisal University in 2007. At CBA, the dean is the chief academic officer, and the College Council is the major decision-making body, assisted by the department councils of each department in the college. The College Council is composed of the dean; vice deans; Chairs of all departments; and faculty representatives. The College Council is the major decision-making body, assisted by the department councils of each department in the college. Many operational aspects of CBA are centralized and funded at the university level. The CBA is a member of AACSB International (Association to Advance Collegiate Schools of Business) and accredited by national accreditation bodies, including NCAAA.





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Vision Statement

To be the global partner in executive education



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Mission Statement

Empowering leaders to foster sustainable growth and create positive impact through transformative learning experiences and cutting-edge business insights by inspiring and equipping business leaders with the knowledge, skills, and networks to drive change and achieve excellence in their organizations and communities.



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Strengths

Saudi Vision 2030

Saudi Brands

Saudi Organizations

Saudi People



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Our Services

Functional Expertise Programs: Target specific business functions such as finance, marketing, operations, and human resources. Examples include:

- Finance Executive Program
- Marketing Strategy for Executives
- Branding for Senior Executives
- Risk Management for Executives
- Financial Statement Analysis for Senior Executives
- Business Analytics for Executives
- AI for Executives

Skill Development Workshops: Intensive, focused sessions on specific skill development. Examples:

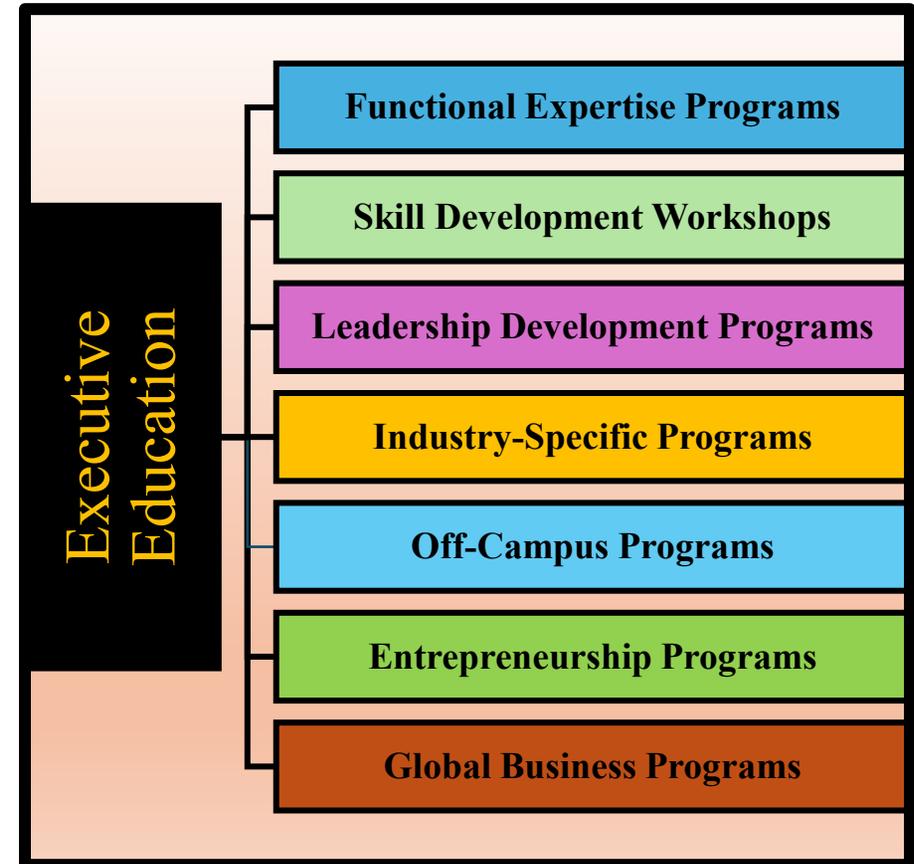
- Negotiation Skills Workshop
- Conflict Resolution Skills
- Personal Selling Skills
- Leadership Skills
- Digital Transformation Skills.

Leadership Development Programs: Focus on enhancing leadership skills, strategic thinking, and decision-making. Examples include:

- Executive Leadership Program
- Strategic Leadership Development
- Leadership Skills for Team Leads / Junior Managers

Entrepreneurship Programs: Encourage creative thinking and entrepreneurial skills. Examples:

- Business Incubator Management
- Entrepreneurship Bootcamp
- Commercialization Strategies



Premium Services

Off-Campus Programs: Tailored to suit the needs of senior executives within specific industries normally ranging from 1- 2 years, offered normally at their offices/premises. Examples:

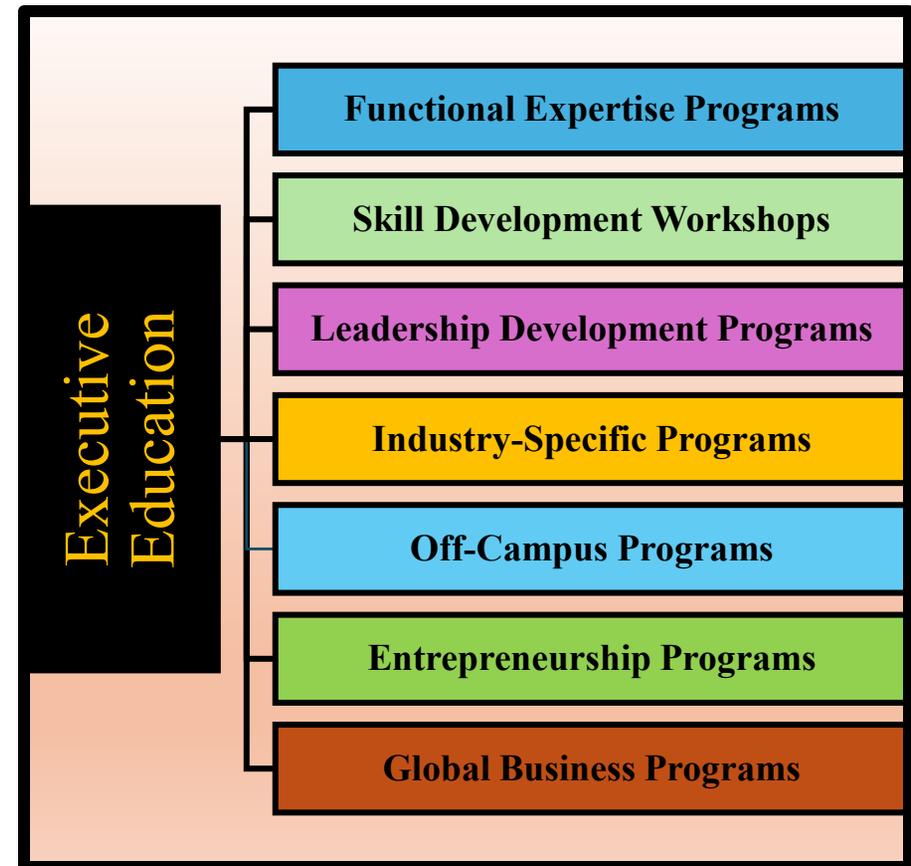
- EMBA – Banking
- EMBA – Engineering
- EMBA – Healthcare
- EMBA – Pharmaceuticals
- EMBA – Energy, Oil & Gas

Industry-Specific Programs: Tailored to the unique challenges and opportunities within specific industries. Examples:

- Risk Management for Oil & Gas Companies
- Technology Leadership Program

Global Business Programs: Focus on international business strategies and cross-cultural management. Normally these programs are offered with the help of our overseas partners. Examples:

- Global Executive MBA
- International Business Strategy
- Split-degree programs with our foreign partners





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Our Programs

Executive education programs come in various formats to cater to the diverse needs of professionals. These programs are designed to help executives at different stages of their careers to develop new skills, gain fresh perspectives, and build a network of peers from various industries. We offer our programs in four formats:

Open Enrollment Programs: These are scheduled courses open to any qualified participant. Examples:

- Leadership Development
- Strategic Management.

Certification Programs: Provide a formal certification upon completion. Focus on specific areas of expertise. Examples:

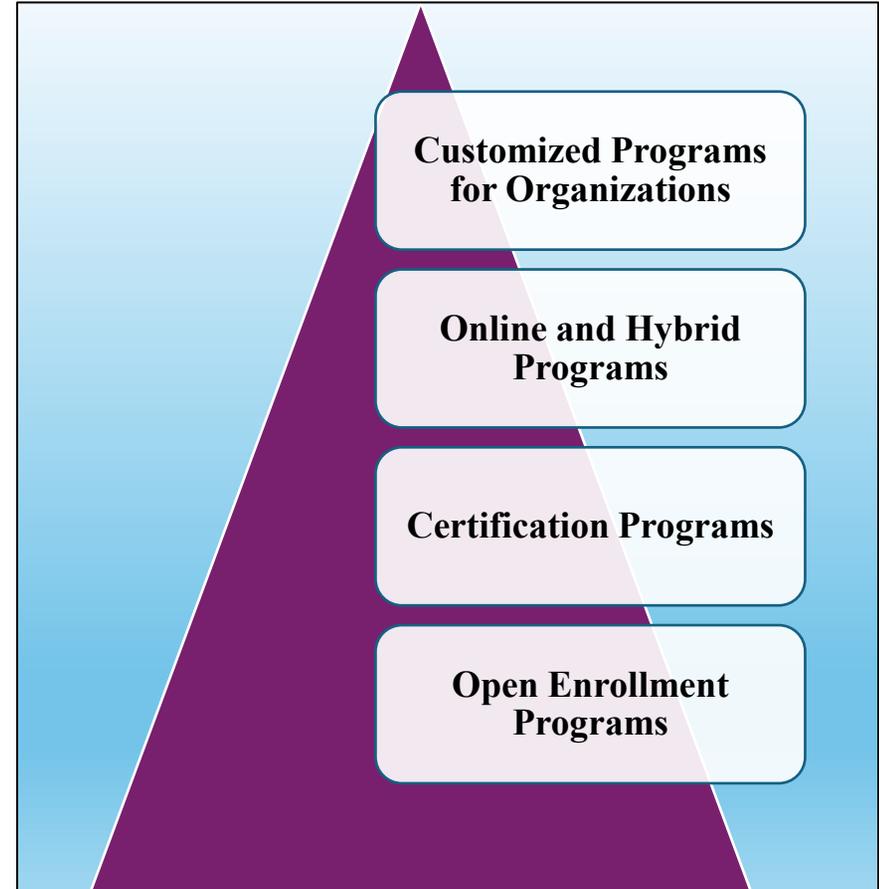
- Certified Financial Planner
- Project Management Professional – PMP

Online and Hybrid Programs: Flexible learning options that combine online modules with in-person sessions. Combines online modules with in-person sessions for flexible learning. Utilizes digital tools and platforms for interactive and self-paced learning. Examples:

- Online Executive Certificate
- Hybrid Leadership Program.

Customized Programs for Organizations: Tailored programs designed to meet the specific needs of an organization. Examples:

- Customized Leadership Development for XYZ Corporation.
- Customized Digital Transformation Program for XYZ Corporation.





Our Methodology

Executive education programs employ a variety of methodologies to ensure effective learning and development for professionals. These methodologies are designed to cater to the diverse needs of executives, ensuring that they can apply what they learn directly to their professional roles. We use different approaches in different executive education programs based on the suitability of approach for particular program.

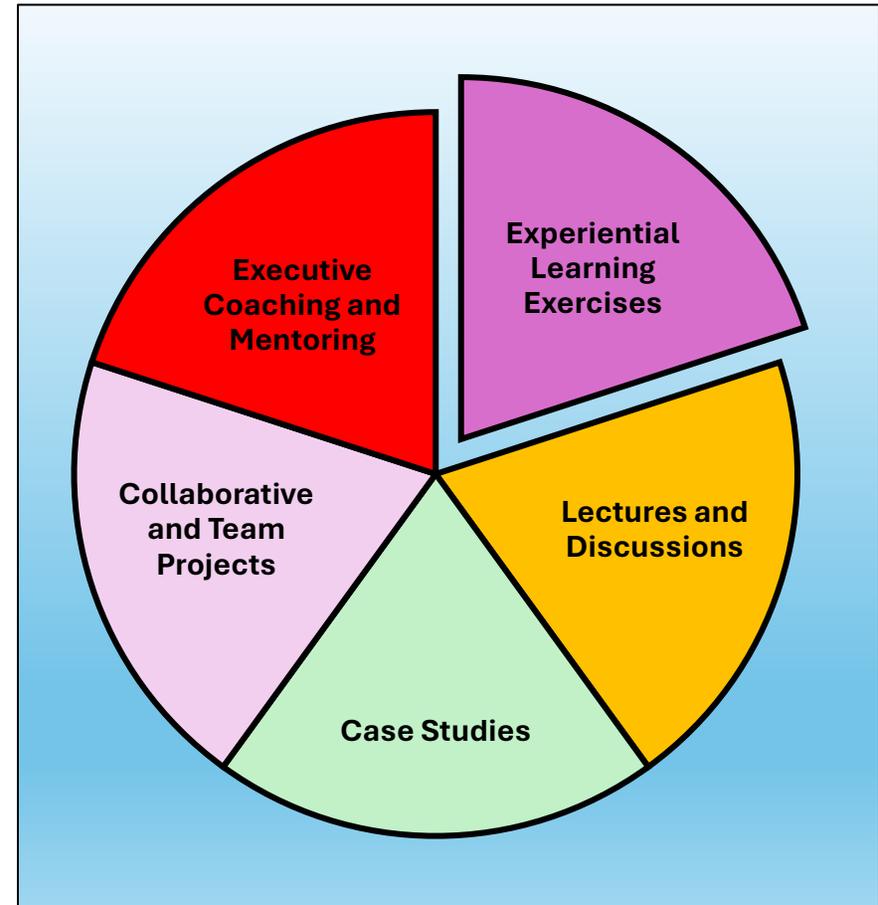
Experiential Learning Exercises: Hands-on activities such as simulations, role-playing, and action learning projects. Provides practical experience and enhances engagement.

Lectures and Discussions: Expert-led sessions that provide foundational knowledge and insights into specific topics. Often include guest speakers from industry to share real-world experiences.

Case Studies: Real-world business scenarios are analyzed to develop problem-solving and decision-making skills. Encourages critical thinking and application of theoretical knowledge.

Collaborative and Team Projects: Collaborative activities that foster teamwork and communication skills. Encourages diverse perspectives and peer learning.

Executive Coaching and Mentoring: Personalized guidance to help executives develop leadership skills and achieve personal and professional goals. Often includes one-on-one sessions with experienced coaches or mentors.





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Facilities

We normally offer our executive education programs in the new campus of Imam Abdulrahman Bin Faisal University. Occasionally we also offer our executive programs in top class hotels based on our clients' requirements. The Executive Education is housed in the College of Business Administration (CBA) building and resources consist of state-of-the-art classrooms, computer labs, libraries with online databases and Internet facilities, study rooms, student lounges, and cafeteria. A total of 2 auditoriums, 10 classrooms, 4 computer labs, financial trading room, and 2 large study rooms, are dedicated for the executive education program.

A pivotal strength of the college is the cross-cultural environment providing participants with an enriching learning experience. The faculty members supporting this program are highly qualified with diverse academic and research backgrounds and are also members of internationally recognized accrediting and professional bodies.

Imam Abdulrahman Bin Faisal University has an excellent collection of textbooks including e-books, periodicals and online search indices. Key business-related online databases and full texts are available to faculty and participants including ScienceDirect, Wiley Online Library, EBSCO Academic Search Premier, EBSCO business source complete and many more. There is a library within the college building, offering recently published textbooks and periodicals. The Information & Communication Technology deanship provides faculty and participants with all the ICT support they require. The campus is fully equipped to provide wired and wireless internet access. Participants can access wireless internet in the classrooms, IT laboratories and the Student Lounge.



Contact Us

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