

OSB

SULIMAN S. OLAYAN
SCHOOL OF BUSINESS

EXECUTIVE EDUCATION

Applying Global Knowledge Locally

Globalization, uncertainty, and complexity define today's business environment making it harder than ever to achieve a competitive advantage. At OSB, we develop the leadership and management skills for executives, managers, and aspiring managers to transform their business thinking by helping them think, act and react globally in circumstances that no one can predict.

REAL IMPACT

We offer custom-designed and open programs that create value for you, your team, and your organization.

For **Customized Programs**, we partner with you to design courses that specifically meet your organization's development goals. Our team of experts develop unique learning experiences specifically for the skill sets of your leaders and executives. Our programs can be delivered worldwide or on our campus according to your convenience.

Our **Open Enrollment Programs** are designed for company individuals from a diverse range of locations, business backgrounds, and industries. No matter what stage you are at in your career, participating in one of our programs will give you the skills, knowledge and – above all – the inspiration to maximize your impact in an uncertain world.

PROGRAM PORTFOLIO

LEADERSHIP AND MANAGEMENT

To be a great leader, you need to know how to inspire others and effectively manage teams. Using a variety of teaching methods and tools, including coaching, mentoring, and case studies, our programs will help you adapt to an increasingly international environment and improve your organization's wide leadership and management capabilities.

STRATEGY

Setting and executing a sound strategy in this rapidly changing world is a main pillar of business success. Our strategy programs will help you understand how to uncover opportunities for creating and capturing value by learning necessary strategic concepts and tools that enable long-term business success. Through a combination of cases and relevant research, you will gain the capability and knowledge to make strategy work.

MARKETING AND SALES

With the rapidly evolving business challenges and higher customer expectations, and disruptive technologies, translating your value proposition into an effective marketing strategy is becoming more challenging. Our marketing and sales programs will prepare marketers and sales experts to shift their mindset and apply strategies and plans that can deliver results in an increasingly competitive global market.

FINANCE

As the world economy becomes more global and increasingly disparate, it is essential for all executives to understand the many facets of finance. Through a faculty body that blends academic research with proven experience, our programs aim to improve your understanding of key financial elements of value-based management and empower you with powerful analytical tools that aid decision making.



FAMILY BUSINESS AND ENTREPRENEURSHIP

The heart of entrepreneurship and the foundation of family businesses are built on a special kind of leadership. As you transition to the next generation, the success and continuity of your family business depend on the effectiveness of succession planning and the leadership of the next generation. Our programs, guided by family business experts and experienced faculty, will tackle multiple facets of leadership, strategy, governance, and organizational culture.

SPECIALIZED PROGRAMS

In addition to general management programs, we offer specialized programs that have a focus on management in aviation, leadership in an academic context, business in the Middle East, governance, supply chain management, and big data decision making.



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