

# EXECUTIVE DEVELOPMENT PROGRAM – FOSTER SCHOOL OF BUSINESS, UNIVERSITY OF WASHINGTON



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# Introduction to the Executive Development Program

Welcome, future executive leader! The Executive Development Program (EDP) at the Foster School of Business, University of Washington, is a nine-month, work-compatible certificate program for senior managers seeking advanced business knowledge without the time or financial commitment of a traditional MBA degree. The program covers core MBA topics such as strategy, finance, marketing, leadership, and innovation. Taught by graduate-level faculty, it includes assessments, exercises, feedback, coaching, and company visits.





# Why Choose Chools?

Numbers That Speak for Themselves:

- **10,000+ Successful Alumni:** Join a network of impactful professionals.
- **95% Job Placement Rate:** Secure your future with Chools' proven track record.
- **20+ Years of Excellence:** Trust in a legacy of education and industry expertise.
- **200+ Industry Partnerships:** Leverage our connections for real-world insights and opportunities.

## What Sets Us Apart?

- **Expert Instructors:** Learn from industry veterans with hands-on experience.
- **Hybrid Learning Model:** Balance online flexibility with in-person engagement.
- **Comprehensive Curriculum:** Stay ahead with courses designed meet market demands.
- **Community and Networking:** Be part of an active community of learners and professionals.

## Who Can Apply?

### Eligibility Criteria:

- A bachelor's degree or equivalent from an accredited institution.
- At least seven years of professional work experience or increasing levels of responsibility throughout their career.





- Proficiency in English.
- Complete an online application and submit a resume and a statement of purpose.

### **Ideal Candidates:**

- Mid- to senior-level professionals aiming to enhance their business knowledge and make a positive impact in their organizations.

## **Program Overview**

**The Executive Development Program provides extensive education in advanced business practices. Our curriculum ensures a comprehensive understanding through four progressive stages, combining theoretical knowledge with practical, hands-on experience.**

### **Learning Mode:**

- **Hybrid Learning Model:** Combines online learning with in-person sessions for flexibility and interactive engagement.
- **Interactive Sessions:** Includes live webinars, workshops, and Q&A forums with expert instructors and peers.
- **Self-paced Learning:** Access course materials anytime, allowing you to learn at your own pace.



## Curriculum Highlights:

- **Core MBA Topics:** Covering strategy, finance, marketing, leadership, and innovation.
- **Advanced Techniques:** In-depth understanding of business tools and practices.
- **Real-World Applications:** Practical projects and case studies to apply your learning.
- **Capstone Project:** A final project that integrates all your skills and knowledge, showcasing your proficiency in business leadership.

## Professional Development

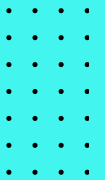
- **Continuous Learning:** Stay updated with the latest trends and advancements in business leadership.
- **Networking Opportunities:** Connect with industry experts, peers, and alumni to advance your career.
- **Ethical Considerations:** Learn about ethics and compliance to maintain the integrity of your practices.

## Program Objectives

- Master the principles of advanced business leadership.
- Apply advanced tools and frameworks for business strategy, finance, marketing, and innovation.
- Enhance skills for leadership and organizational development.
- Foster a culture of learning and innovation.
- Address challenges and opportunities in a global and digital context.
- Foster continuous learning.
- Encourage teamwork and collaboration.
- Prepare for advanced roles in business leadership.

## Expected Outcomes

- Proficiency in advanced business leadership tools and techniques.
- Practical experience through hands-on projects.
- Strong analytical and problem-solving skills.
- Application of innovative and adaptive thinking.
- Enhanced communication and leadership skills.



## Skills Learned

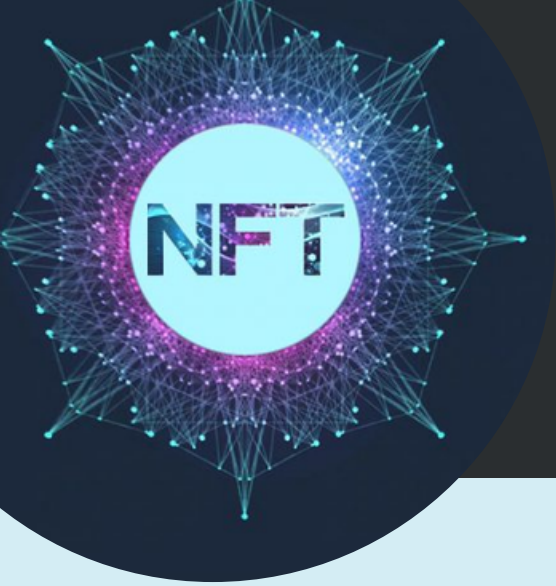
- **Strategy and Innovation:** Implementing business strategies and fostering innovation.
- **Finance and Marketing:** Managing financial resources and developing effective marketing strategies.
- **Leadership:** Leading and managing teams effectively.
- **Organizational Development:** Enhancing organizational performance and culture.
- **Communication:** Enhancing communication skills for business leadership.

## Job Positions and Opportunities

- **Career Paths:** Executive Manager, CEO, CFO, CMO, COO, Senior VP, Director of Strategy, Organizational Development Specialist.
- **Industry Demand:** High demand across various sectors, competitive salaries, and strong growth potential.

## Key Industry Verticals

- **Skill Application Areas:** Technology, Finance, Healthcare, Government, Retail, Energy, Telecommunications, Manufacturing.



# Program Outline

## Stage 1: Strategy and Innovation

- 1. Strategic Leadership:** Develop and implement effective business strategies.
- 2. Innovation Management:** Foster innovation and creativity within organizations.
- 3. Competitive Analysis:** Assess and improve competitive positioning.
- 4. Global Strategy:** Navigate global markets and develop strategic plans.
- 5. Entrepreneurial Leadership:** Drive entrepreneurship within organizations.

## Stage 2: Finance and Marketing

- 6. Financial Management:** Manage financial resources effectively.
- 7. Financial Analysis:** Conduct financial analysis to support business decisions.
- 8. Marketing Strategy:** Develop and implement effective marketing strategies.
- 9. Market Research:** Utilize advanced tools to analyze market trends.
- 10. Brand Management:** Enhance brand value and positioning.

## Stage 3: Leadership and Organizational Development

- 11. Leadership Development:** Build leadership skills for organizational success.
- 12. Organizational Culture:** Develop and sustain a positive organizational culture.
- 13. Change Management:** Lead and manage organizational change.
- 14. Performance Management:** Implement effective performance management systems.
- 15. Employee Engagement:** Increase employee engagement and commitment.

## Stage 4: Capstone Project

- 16. Capstone Project Planning:** Develop a comprehensive final project.
- 17. Project Execution:** Apply all learned skills to execute the capstone project.
- 18. Peer Feedback:** Receive feedback from peers and mentors on the capstone project.
- 19. Presentation of Capstone Project:** Present the final project to a panel of experts.
- 20. Company Visits:** Gain insights from leading organizations through visits.



# Program Outline

## Elective Modules

**21. Data Analytics:** Leveraging data for business insights.

**22. Digital Transformation:** Implementing digital transformation strategies.

**23. Risk Management:** Identifying and mitigating business risks.

**24. Sustainability and CSR:** Promoting sustainability and corporate social responsibility.

**25. Global Business:** Understanding and managing international business operations.

## Enrollment Now Open

Take the first step towards becoming a certified Executive Development Professional. Enroll in our program and enhance your career.