



جامعة الخليج العربي
Arabian Gulf University

TRAINING PROGRAMS

2024-2025

مركز جامعة الخليج العربي للاستشارات والتدريب
AGU Center for Consultancies and Training

CSTCE

TRAINING PROGRAMS CALENDAR

2024 - 2025

SEPTEMBER						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

DECEMBER						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

MARCH						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

OCTOBER						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

JANUARY						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

APRIL						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

JUNE						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

NOVEMBER						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
11	12	13	14	15	16	17
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

FEBRUARY						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

MAY						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
9	10	11	12	13	14	15
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

INTRODUCTION

The Arabian Gulf University Center for Community Services, Consultancies, Training and Continuing Education is responsible for offering consultation studies, organizing conferences, designing training programs and workshops, and arranging forums in highly specialized fields pertinent to the needs of the Arabian Gulf region.

The overarching purpose of the center is to improve and develop the cadres of both, governmental sectors and private companies.

The Arabian Gulf University (AGU) Center is the liaison between theory and its application. It provides expertise and knowledge to our society to fill the gaps in every field of life. It enables our societies to follow up with the fast pace of development in the world of science and up-coming domains.

The AGU Center concentrates on vital fields of knowledge such as education, learning, innovation, invention, environmental studies, and computation among other modern fields of development and advancement. It further offers its services to the people of the Arabian Gulf and the Arab world. Highly qualified experts in their field with substantial and significant experience and knowledge offer such training programs and workshops.

CSCTCE

MISSION

The development of abilities and honing an individuals' skills in the economical, educational and innovative fields in the Arabian Gulf region and the Arab world.

VISION

The Arabian Gulf University Center for Community Services, Consultancies, Training and Continuing Education seeks to fulfill local needs in the Arabian Gulf area and the Arab world in the fields of development, education, environment and learning by producing professional trainees with high standards of skills that depend on state-of-the-art training programs and highly efficient trainers and specialists.

CSCTCE

TRAINING PROGRAMS

2024-2025

CSCCTCE



IN COLLABORATION WITH

College of Education, Administrative
and Technology Sciences

C SCTCE



عنوان المحاضرة 

الكتابة البحثية

مقدم المحاضرة: 

أ.د. بندر بن ناصر العتيبي

المحاضرة موجهة إلى 

طلبة جامعة الخليج العربي

أهداف المحاضرة 

ترتكز هذه المحاضرة على مجموعة من التقنيات التي من المهم ان يتعلمها
الباحث لتقديم بحث علمي جيد

التاريخ والوقت 

٢٢ أكتوبر ٢٠٢٤ - من الساعة ١١ صباحًا حتى ١ ظهرًا.

CSCTCE



WORKSHOP TITLE

INTRODUCTION TO AUTISM



LECTURER(S)

Dr. wid Hussain Ebrahim Daghustani



PARTICIPANTS TYPE

Professionals in the field of autism



OBJECTIVES

- Autism in general
- DSM5 criteria
- Savant Syndrome
- Sensory Integration



DATE AND TIME

20-24 October 2024 - 15:00 - 18:00

CSCTCE

عنوان المحاضرة

السلوك والتأثير المجتمعي

مقدم المحاضرة

أ.د. بندر بن ناصر العتيبي

المحاضرة مفتوحة

محاور المحاضرة

- هل السلوك جيني أم مكتسب؟
- قاعدة الرجل الميت
- ماهي النسبية الثقافية
- ما هو مبدأ تبادل الأماكن؟ (سكنر ص ١٦٢)
- ما هو مبدأ الحلقات السلوكية
- هل نحن بحاجة لمراكز للدارسات السلوكية

التاريخ والوقت

٨ ديسمبر ٢٠٢٤ - من الساعة ١٢:٣٠ حتى ٢:٣٠ ظهرًا.

CSTCE



WORKSHOP TITLE

ARTIFICIAL INTELLIGENCE IN HEALTHCARE



LECTURER(S)

Prof. Adel Bouhoula



TARGET PARTICIPANTS

Healthcare practitioners (doctors, nurses, clinicians) and medical students.



OBJECTIVES

Discover the future of medicine and healthcare in this immersive workshop! We will delve into Artificial Intelligence techniques that revolutionize medical research, diagnostics, and patient care. Through interactive sessions and practical examples you will gain a solid understanding of these techniques and learn how to apply them in real-world scenarios.

No technical background is required.



DATE AND TIME

26 December 2024 - 9:00 - 13:00

CSCTCE



IN COLLABORATION WITH

College of Medicine and Health Sciences

CSCCTCE





WORKSHOP TITLE

BASIC RESEARCH TECHNIQUES AND PRACTICES INVOLVED IN: LABORATORY ANIMAL RESEARCH



LECTURER(S)

- Prof. Khaled Greish
- Dr. Nouredine Ben Khalaf
- Dr. Yahya Naguib
- Mr. Amar Marwani



PARTICIPANTS TYPE

Open to all students and researchers.



OBJECTIVES

- Enhanced knowledge and technical skills in humane experimental animal handling
- Improved quality of the scientific output with reduced variance in research results

CSCTCE

- Raise in awareness of ethical considerations during the conduct of animal experiments
- Sharing of expertise and resources among institutions
- Fulfillment of international training requirements for scientists intending to do biomedical research involving animals.



DATE AND TIME

20-21 December 2024 - 8:00 - 15:00

CSCTCE



WORKSHOP TITLE

RARE DISEASE: FROM CLINICAL TO GENETIC DIAGNOSIS AND COUNSELING SEMINAR



LECTURER(S)

- Dr. Cristina Skrypnyk



PARTICIPANTS TYPE

Family physicians and senior nurses from primary health centers for Bahrain Genome (sponsored) / Physicians from private health facilities



OBJECTIVES

- Importance of rare diseases in clinical practice
- Main dysmorphology elements that can be easily identified by examining a patient
- Clinical signs and symptoms suggestive for a rare disease
- Main criteria to refer a patient for specialist genetic evaluation
- Principal genetic testing strategies to clarify a genetic disease
- Therapies available for genetic disorders.
- Main steps for a correct premarital genetic counseling.
- Tools to reduce the burden on health institution.

- Tools to reduce the burden on treating affecting persons.



DATE AND TIME

- January 15, 2025 (8:00 - 13:00)
- February 12, 2025 (8:00 - 13:00)
- March 12, 2025 (8:00 - 13:00)
- April 16, 2025 (8:00 - 13:00)
- May 14, 2025 (8:00 - 13:00)
- June 11, 2025 (8:00 - 13:00)

CSCCTCE

الورش الخارجية القائمة بالتعاون مع (مركز ولي العهد)

2024-2025

CSTCE



WORKSHOP TITLE

2ND HANDS - ON BASIC ENDOSCOPIC SINUS SURGERY COURSE (FESS)



LEARNING OBJECTIVE(S)

- Understanding the anatomy and physiology of the nose, sinuses, and related structures.
- Developing the skills necessary to perform functional endoscopic sinus surgery (FESS) and other related procedures.
- Understanding the indications and contraindications for different endoscopic procedures.
- Learning about the equipment and instruments used in endoscopic procedures, including their proper handling and maintenance.



PARTICIPANTS TYPE

- Otolaryngologist
- ENT Residents
- ENT Fellows & Specialists
- Surgeon
- Medical Interns

CSCCTCE



VENUE

The Crown Prince Center for Training and Medical Research



DATE

12-13 September 2024



PRESENTED BY

Crown Prince Center for Training & Medical Research (nhra)

CSCTCE



WORKSHOP TITLE

THE 2ND NECK DISSECTION SURGICAL WORKSHOP



LEARNING OBJECTIVE(S)

- Familiarizing participants with the anatomy of the head and neck region.
- Providing a thorough understanding of the indications, contraindications, and potential complications of head and neck surgery.
- Equipping participants with the necessary knowledge and skills to safely and effectively perform surgical procedures in the head and neck region.
- Introducing participants to the latest surgical techniques and technologies used in head and neck surgery.



PARTICIPANTS TYPE

- Otolaryngologist
- ENT Residents
- ENT Fellows & Specialists
- Maxillofacial Surgeon
- Neurosurgeon
- Oncologist
- Interns

CSCCTCE



VENUE

The Crown Prince Center for Training and Medical Research



DATE

14-15 September 2024



PRESENTED BY

Crown Prince Center for Training & Medical Research (nhra)

CSCTCE

الورش الخارجية القائمة بالتعاون مع (BIPA)

2024-2025

C SCTCE

عنوان الورشة

مهارات الانفوجرافيك المتقدم باستخدام Microsoft Powerpoint

نبذة عامة عن الورشة

ركزت الدورة التي عُقدت خلال شهر أكتوبر ٢٠٢٤، على تطوير مهارات المشاركين في تصميم العروض التقديمية الاحترافية واستخدام تقنيات الإنفوجرافيك المتقدمة. كما تضمنت محاور تدريبية حول أساليب تبسيط البيانات وتحويلها إلى محتوى مرئي جذاب باستخدام أدوات PowerPoint المتقدمة. وشهدت الدورة تفاعلاً كبيراً من المشاركين، حيث تم تقديم تدريبات عملية وجلسات تطبيقية لتعزيز قدراتهم على استخدام التصميم البصري بفعالية في بيئة العمل. ويأتي تنظيم هذه الدورة في إطار التزام معهد الإدارة العامة ومركز جامعة الخليج العربي للاستشارات والتدريب بتوفير برامج تدريبية متطورة تساهم في رفع كفاءة الكوادر البشرية ودعم مسيرتهم المهنية من خلال إكسابهم مهارات عملية حديثة.

التاريخ والوقت

٢٧-٢٤ أكتوبر ٢٠٢٤ - من الساعة ٨:٣٠ صباحاً حتى ٢:٣٠ ظهراً.

مقدمة من

معهد الادارة العامة (Bipa)

CSCTCE

عنوان الورشة

خدمة العملاء (المستوى الاساسي)

نبذة عامة عن الورشة

هدفت الدورة إلى تزويد المشاركين بالمهارات الأساسية في مجال خدمة العملاء، بما في ذلك أسس التعامل مع العملاء، مهارات الاتصال الفعّال، وإدارة المواقف الصعبة، وذلك لضمان تقديم خدمات متميزة تعزز رضا العملاء وثقتهم.

وشهدت الدورة مشاركة عدد من الموظفين في المركز الطبي الجامعي والمهتمين بهذا المجال، حيث قدم المدرب المتخصص في طرح هذه المادة محتوى تدريبياً مكثفاً يجمع بين المعرفة النظرية والتطبيقات العملية. كما تم تنظيم ورش عمل تفاعلية لتعزيز الفهم وتطوير الأداء المهني للمشاركين.

التاريخ والوقت

١٢-٩ فبراير ٢٠٢٥ - من الساعة ٨:٣٠ صباحاً حتى ١:٣٠ ظهراً.

مقدمة من

معهد الادارة العامة (Bipa)

CSCTCE

عنوان الورشة السكرتارية التنفيذية

نبذة عامة عن الورشة

وهدفت الدورة إلى تطوير مهارات المشاركين في مجالات الإدارة المكتبية والسكرتارية التنفيذية، وذلك من خلال تقديم مجموعة من المحاور الأساسية، بما في ذلك تقنيات إدارة المكاتب الحديثة، وإعداد التقارير والمراسلات الرسمية، ومهارات التنظيم والتخطيط الفعّال. وقد شهدت الدورة مشاركة عدد من إداريي الجامعة، حيث تم تقديم محتوى تدريبي متكامل من قبل معهد الادارة العامة. كما تخللت الدورة جلسات تفاعلية وتطبيقات عملية لتعزيز الاستفادة وتطبيق المهارات المكتسبة في بيئة العمل.

التاريخ والوقت

١٣-١١ فبراير ٢٠٢٥ - من الساعة ٨:٠٠ صباحًا حتى ٢:٠٠ ظهرًا.

مقدمة من

معهد الادارة العامة (Bipa)

الورش الخارجية القائمة بالتعاون مع (THINK SMART)

2024-2025

C SCTCE

عنوان الورشة

دورة تدريبية متقدمة في برنامج مايكروسوفت إكسل

نبذة عامة عن الورشة

عقد مركز جامعة الخليج العربي للاستشارات والتدريب دورة تدريبية متقدمة في برنامج مايكروسوفت إكسل، قدمها الأستاذ حسين محفوظ ونظمتها شركة ثينك سمارت وكانت هذه الدورة التدريبية من ضمن خطة تدريب منسوبي وإداريين جامعة الخليج العربي حيث حضرها العديد من الموظفين وتناولت مجموعة واسعة من المواضيع. اكتسب المشاركون رؤى ومهارات قيمة ستعزز من إنتاجيتهم وكفاءتهم في استخدام برنامج إكسل لمختلف المهام، الدورة التدريبية الشاملة ركزت على الميزات المتقدمة لبرنامج مايكروسوفت إكسل، مما يضمن أن المشاركين مجهزون جيدًا للتعامل مع تحليل البيانات المعقدة ومهام إعداد التقارير

التاريخ والوقت

١٠-٩ ديسمبر ٢٠٢٤ - من الساعة ٨:٣٠ صباحًا حتى ٢:٣٠ ظهرًا.

مقدمة من

شركة ثينك سمارت للتطوير والتدريب (Think Smart)

CSCTCE

IN COLLABORATION WITH



CSCTCE



SHORT COURSE TITLE **ISLAMIC MARKETING MBAF621**



COURSE INSTRUCTOR

Cedomir Nestorovic teaches Geopolitics in all programs at ESSEC Business School from BBA to Executive MBA. He is the academic co-director of the MBA at the Arabian Gulf University, Manama, Bahrain and his research focus is on Islam and Management. Cedomir authored Marketing in an Islamic Environment (2009), Marketing Islamico in 2010 and Islamic Marketing, Economic, Social Cultural and Political-Legal Environment (2016). He has been a visiting professor at University of Malaya (2009) and he gave lectures at the University Putra Malaysia, University of Teheran, Kuwait University, University of United Arab Emirates, Mannheim University in Germany, Yonsei University in Korea. He has been a panelist at the World Halal Forum (2008-2009-2010) in Kuala Lumpur, Sarajevo and Den Haag. He is member of the Editorial Board of the Journal of Islamic Marketing and participates in conferences on halal food management organized by USAID and The World Bank. Cedomir regularly acts as an expert consultant to companies such as Delphi (USA), Groupama, SEB (France), Danone (Singapore). In 2012, he was recognized as the “Professor of the Week” for Islamic Finance by The Financial Times. He is currently the Director of the ESSEC Executive MBA Asia Pacific in Singapore and received Teaching Award at ESSEC Business School for 2017.



COURSE CONTENTS

- Introduction to Muslim Markets.
- Islamic Principles and Consumer Behavior.
- Marketing Strategies for Muslim Consumers.
- Market Research and Analysis.
- Developing a Marketing Plan for Muslim Markets.



DATE AND TIME

7-9 November 2024 - Thursday 3:00-6:00 pm; Friday and Saturday 9:00 am-4:00 pm



COURSE FEES: 450 BD

FOR MORE INFORMATION

Mrs. Jannat Abbas Kashawarz
Coordinator - French Arabian Business School
Janatak@agu.edu.bh
Tel: 17239455

CSCCTCE



SHORT COURSE TITLE **MANAGERIAL ECONOMICS MBAF608**



COURSE INSTRUCTOR

DEA in International Economics, IEP Paris, 1991

Doctorate in Economics, IEP Paris, 1994

2002-2007: Director of Specialized Management Programs, Essec Executive Education

Since 2007: Professor, Economics Department, Essec Business School

With Radu Vranceanu, several articles published on defense economics in the Revue Française d'Economie and Defense Economics and the textbook "Economie Managériale" (2008).

Since 2013, Marc and Radu are regular columnists for "La Tribune" newspaper.

2011 – Now: Teaching Professor (ESSEC Business School France)



COURSE CONTENTS

- The Origin of the Firm
- Basic Constraints of the Firm
- Production Function

CSCCTCE

- Strategic Interactions and Game Theory
- Market Structures
- Price and Output Decisions



DATE AND TIME

21-23 November 2024-Thursday 3:00-6:00 pm; Friday and Saturday 9:00 am-4:00 pm



COURSE FEES: 450 BD

FOR MORE INFORMATION

Mrs. Jannat Abbas Kashawarz
Coordinator - French Arabian Business School
Janatak@agu.edu.bh
Tel: 17239455

CSCCTCE



SHORT COURSE TITLE **E-COMMERCE AND DIGITAL PLATFORMS (I)**



COURSE INSTRUCTOR

Dr. Fadheela Ali is an experienced academic with a strong background in Information Technology. With a PhD in Information Technology, Dr. Fadheela specializes in the intersection of AI and other information technologies solutions, focusing on cutting-edge topics such as machine learning, data-driven decision-making, and the ethical implications of digital platforms. Dr. Fadheela has extensive experience in both academia and industry, bringing a practical approach to teaching that equips students with the skills necessary to thrive in the rapidly evolving digital landscape. Their expertise is complemented by a commitment to ethical considerations in technology, ensuring that students are not only technically proficient but also socially responsible. Dr. Fadheela has contributed to numerous research publications and has a particular interest in the application of AI, Cybersecurity and other IT technologies, seeking to enhance information technology solutions. As the course instructor for “E-commerce and Digital Platforms,” Dr. Fadheela is dedicated to providing students with a comprehensive understanding of the technological and ethical dimensions of e-commerce.

CSCCTCE



COURSE CONTENTS

- Definition and scope of e-commerce
- E-commerce business models and strategies
- E-commerce features and business concepts



DATE AND TIME

12-14 December 2024 - Thursday 3:00-6:00 pm; Friday and Saturday 9:00 am-4:00 pm



COURSE FEES: 450 BD

FOR MORE INFORMATION

Mrs. Jannat Abbas Kashawarz
Coordinator - French Arabian Business School
Janatak@agu.edu.bh
Tel: 17239455

CSCCTCE



SHORT COURSE TITLE **E-COMMERCE AND DIGITAL PLATFORMS (II)**



COURSE INSTRUCTOR

Dr. Fadheela Ali is an experienced academic with a strong background in Information Technology. With a PhD in Information Technology, Dr. Fadheela specializes in the intersection of AI and other information technologies solutions, focusing on cutting-edge topics such as machine learning, data-driven decision-making, and the ethical implications of digital platforms. Dr. Fadheela has extensive experience in both academia and industry, bringing a practical approach to teaching that equips students with the skills necessary to thrive in the rapidly evolving digital landscape. Their expertise is complemented by a commitment to ethical considerations in technology, ensuring that students are not only technically proficient but also socially responsible. Dr. Fadheela has contributed to numerous research publications and has a particular interest in the application of AI, Cybersecurity and other IT technologies, seeking to enhance information technology solutions. As the course instructor for "E-commerce and Digital Platforms," Dr. Fadheela is dedicated to providing students with a comprehensive understanding of the technological and ethical dimensions of e-commerce.



COURSE CONTENTS

- E-commerce Security and Ethics:
 - Online security and payment systems
 - Ethical, social, and political issues in e-commerce
- E-commerce Analytics and Data-driven Decision Making:
 - Web analytics, data mining, and customer insights
 - Personalization and recommendation systems



DATE AND TIME

26-28 December 2024 - Thursday 3:00-6:00 pm; Friday and Saturday 9:00 am-4:00 pm



COURSE FEES: 450 BD

FOR MORE INFORMATION

Mrs. Jannat Abbas Kashawarz
Coordinator - French Arabian Business School
Janatak@agu.edu.bh
Tel: 17239455

CSCCTCE



SHORT COURSE TITLE

FUNDAMENTALS OF ISLAMIC BANKING AND FINANCE



COURSE INSTRUCTOR

Hisham Farag is a Professor of Finance, and Director of Sustainable Financial Innovation Research Centre (SFIC) at the University of Birmingham. He published widely in internationally renowned journals e.g., British Journal of Management, Journal of Financial and Quantitative Analysis, Journal of Corporate Finance, European Financial Management, Journal of Economic Behavior and Organization, European Journal of Finance, Journal of Business Ethics, and Corporate Governance: An International review among others. He holds a PhD in Finance from the University of Birmingham, UK. Hisham is a qualified Non-Executive Director and a member of the Investments sub-committee at the University of Birmingham. He has extensive industry experience as a financial consultant and a successful track record in attracting research funding from reputable institutions. Hisham is the Editor-in-Chief of Journal of Sustainable Finance & Investments and serves as an Associate Editor of the European Journal of Finance, Review of Corporate Finance, International Review of Economics & Finance, International Journal of Finance & Economics, Research in International Business & Finance and Business Ethics: the Environment & Responsibility

CSCTCE



COURSE CONTENTS

- An Introduction to Islamic Banking and Finance
- Islamic Contract Law
- Corporate Governance for Islamic Financial Institutions
- Financial Accounting for Islamic Banking Products
- Financial Instruments of Islamic Banking and Finance
- Islamic Bonds & Islamic Insurance (Takaful)



DATE AND TIME

9-11 January 2025-Thursday 3:00-6:00 pm; Friday and Saturday 9:00 am-4:00 pm



COURSE FEES: 450 BD

FOR MORE INFORMATION

Mrs. Jannat Abbas Kashawarz
Coordinator - French Arabian Business School
Janatak@agu.edu.bh
Tel: 17239455

CSCCTCE



SHORT COURSE TITLE

LEADERSHIP AND ORGANIZATIONAL BEHAVIOR



COURSE INSTRUCTOR

Fabrice Cavarretta is an expert in organizational theory and complexity, and a professor at ESSEC Business School. His current research focuses on managerial doctrines with substantive applications in leadership, intrapreneurship, and ecological transition. He primarily teaches leadership in both master's programs and executive education, coordinates doctoral seminars in entrepreneurship and on pedagogy, and has developed training programs in intrapreneurship. Previously, he worked in Silicon Valley, served as division director at a major media/telecom group and founded a startup in the social networking field. He authored "Yes! France is a paradise for entrepreneurs" (Plon 2016, <http://www.cavarretta.fr/fpe>). Holder of a Ph.D. in Management Sciences from INSEAD, Fabrice Cavarretta has studied at the Santa Fe Institute, Harvard, Ecole Polytechnique, and St Cyr Coëtquidan.



DATE AND TIME

23-25 January 2025 - Thursday 3:00-6:00 pm; Friday and Saturday 9:00 am-4:00 pm



COURSE FEES: 450 BD

FOR MORE INFORMATION

Mrs. Jannat Abbas Kashawarz
Coordinator - French Arabian Business School
Janatak@agu.edu.bh
Tel: 17239455

CSC TCE



SHORT COURSE TITLE

DRIVING DIGITAL CHANGE – PEOPLE AND PROCESS



COURSE INSTRUCTOR

Prof Maurice Thévenet is a member of the Management Department at Essec. He is a specialist of leadership, management and HRM. He is the author of 27 books and numerous articles, mostly on corporate culture, management change and commitment. He is a consultant and keynote speaker for major international institutions. He has been the director of the Essec Grande Ecole .(programme and the General Director of FNEGE (the Association of french business schools



COURSE CONTENTS

- Rethinking Leadership - The Servant Leader Paradigm
- Role Transitions: From Individual Contributor to Manager
- Role Transitions: Taking Responsibility for Team Performance
- Dealing With Performance Problems
- Motivating Others (who aren't like you)
- Leading Business Transitions and Turnarounds
- Personal Transitions: Building Relationships with Peers

CSCCTCE



COURSE CONTENTS

- Introduction
- A general frame of reference for positioning the importance of leadership in implementing change and transformation
- The importance of processes
- The human factor for change
- Exercises related to different tools and techniques
- The attitudes towards change and the way to address them
- The engagement of people into a collective change
- The cultural factor
- The related managerial methods and techniques
- The leader's roles
- The collaborative methods
- The leader's road map



DATE AND TIME

6-8 February 2025-Thursday 3:00-6:00 pm; Friday and Saturday 9:00 am-4:00 pm



COURSE FEES: 450 BD

CSCTCE



SHORT COURSE TITLE

BIG DATA AND ARTIFICIAL INTELLIGENCE FOR BUSINESS



COURSE INSTRUCTOR

Yan teaches in a variety of MBA, EMBA, MiM, SMIB, BBA and Executive Education programs at ESSEC. Her current research interests include digital transformation and big data analytics, consumer behaviour in mobile social network, and strategies in IT offshoring. Her research papers have appeared in top-tier information systems and management conferences and journals such as Journal of the Association of Information Systems, IEEE Transactions on Engineering Management, Information & Management, Decision Support Systems and Journal of Business Research. She also shares her opinions on popular media such as Forbes India, Business Times, Nikkei Asia, Financial Times, TechWire Asia, the Wall Street Journal Webinar, the British Chamber of Commerce Podcast and TV channels such as Channel 8 in Singapore. She has been giving master classes to the public and at renowned universities and providing executive training for enterprises such as Singapore Press Holdings, Resort World Sentosa, Danone, Takeda, Adisseo and senior managers from Singapore, Hong Kong, Malaysia, Arabic Gulf region, France, China and Mauritius. Yan has also been very actively involved in industrial consulting projects and a number of her cases about innovative business models in Asia have been adopted by CEIBS, MBA Case Library

CSCTCE



COURSE CONTENTS

- Disruptive innovation
- Digital transformation and AI at organizational and societal levels
- Digital transformation and AI in China
- The concept of the long tail and its implications for E-business
- Introduction to big data and analytics
- Paradigm shifts brought by big data
- Challenges in applying big data in organizations
- REAN model through digital platforms and KPIs
- Attribution and insight models, data types
- Demonstration of business intelligence (BI) tools (SQL) for individual exercises



DATE AND TIME

13-15 February 2025 - Thursday 3:00-6:00 pm; Friday and Saturday 9:00 am-4:00 pm



COURSE FEES: 450 BD

CSCCTCE



SHORT COURSE TITLE **ENTREPRENEURIAL MANAGER**



COURSE INSTRUCTOR

Fabrice Cavarretta is an expert in organizational theory and complexity, and a professor at ESSEC Business School. His current research focuses on managerial doctrines with substantive applications in leadership, intrapreneurship, and ecological transition. He primarily teaches leadership in both master's programs and executive education, coordinates doctoral seminars in entrepreneurship and on pedagogy, and has developed training programs in intrapreneurship. Previously, he worked in Silicon Valley, served as division director at a major media/telecom group and founded a startup in the social networking field. He authored "Yes! France is a paradise for entrepreneurs" (Plon 2016, <http://www.cavarretta.fr/fpe>). Holder of a Ph.D. in Management Sciences from INSEAD, Fabrice Cavarretta has studied at the Santa Fe Institute, Harvard, Ecole Polytechnique, and St Cyr Coëtquidan.



COURSE CONTENTS

- Perspectives on Entrepreneurship & Innovation
- Effectuation
- Project 1: Analysis of an Existing Venture
- Lean : presentation, where does it come from
- Project 2: Early Planning of a New Venture
- Motivating Others (who aren't like you)



DATE AND TIME

20-22 February 2025-Thursday 3:00-6:00 pm; Friday and Saturday 9:00 am-4:00 pm



COURSE FEES: 450 BD

FOR MORE INFORMATION

Mrs. Jannat Abbas Kashawarz
Coordinator - French Arabian Business School
Janatak@agu.edu.bh
Tel: 17239455

CSCCTCE

مركز جامعة الخليج العربي للاستشارات والتدريب
AGU Center for Consultancies and Training



+97317239479 / +97317239731



ctcec@agu.edu.bh



www.ctcec.agu.edu.bh

CSCTCE