



**Executive  
Education**

[executive.bau.edu.ng](http://executive.bau.edu.ng)

# Brochure

**For Individuals and  
Organizations**



# WHO WE ARE



BAU Executive Education offers non-degree programs in Management, Leadership, Innovation, Strategy and Finance. Our programs teach global skills to leaders, allowing them have an impact on their organization.

Located in the serene Tinapa Business Resort, our campus is designed to foster team building, networking and innovation.

Our online programs are designed for professionals who are unable to come to the campus for a weekend program.

Our faculty are subject-matter experts in a wide variety of disciplines and are actively involved in research, business and leadership.

We continue to research to develop programs aligned with factors for success in global businesses.



# PROGRAMS OVERVIEW



## OPEN PROGRAMS

- 8 Weeks open enrollment online programs
- Essential business skill development (Leadership)
- Exploration of key business topics (Finance)
- Focus on common challenges (Marketing)
- Overview of operational topics (Supply Chain)
- Other programs in Strategy, Communication etc

## CUSTOM PROGRAMS

- 3-5 Days On-Campus **or** 4-8 Weeks Online
- Targeted solutions for organizations.
- 5 employees or more.
- Customized design and application-oriented
- Delivered at our Tinapa Knowledge City, Campus
- Can be delivered at the organizations location



# PROGRAM OVERVIEW

Our certificates are an ideal way for professionals, managers and executives to show improvement and skill growth in a particular area to enable them grow on a path or explore a new career in a different field. Each executive program is a sequence of modules in a specialized field that builds both theoretical knowledge and practical skills.



## OUR COURSES ARE BUILT ON THE FOLLOWING NEEDS

**01**

COURSEWORK LEADS TO A PROMOTION

**02**

PREPARATION FOR JOBS OF THE FUTURE

**03**

USABLE JOB SKILLS AND CLASS FLEXIBILITY

**04**

NETWORKING, TEAM BUILDING & GROWTH



# CUSTOM PROGRAMS



We partner with you to create learning programs that can help your organization grow, improve efficiency, drive sales, manage organizational change, adjust to global competition or provide better service delivery. Our tailored programs benefit both the individuals and the organizations.

Whether in capability building or in transformative change management, we aim to move your organization's strategy from vision to.

## OUR DEVELOPMENT PROCESS

01

NEEDS ASSESSMENT

02

PROGRAM DEVELOPMENT

03

PROGRAM DELIVERY

04

ASSESSMENT AND REFINEMENT

Email Us: [executive@bau.edu.ng](mailto:executive@bau.edu.ng)

START THE PROCESS



# OPEN PROGRAMS



## **PROJECT MANAGEMENT / [view](#)**

This program teaches project managers across many industry disciplines and fields on how to integrate the best practices of project management with enterprise-wide.

## **HUMAN RESOURCES MANAGEMENT / [view](#)**

This program teaches the knowledge and skills needed to effectively recruit, orient and retain great employees as you learn how to apply Human Resources management practices in a real-world environment.

## **LEADERSHIP AND MANAGEMENT / [view](#)**

This program explores the challenges facing leaders today. It combines theory and practice to examine topics like emotional intelligence, motivating people to achieve strong results, managing conflict, leading change, aligning teams, and eliciting support from colleagues and bosses.



# OPEN PROGRAMS



## STRATEGIC MANAGEMENT / [view](#)

This program is designed to help you expand your strategic mindset, acquire the skills needed to gain strategic insight, and apply strategy in valuable business decisions.

## FINANCIAL MANAGEMENT / [view](#)

This program is designed to help bring non-finance executives to practical knowledge of financial tools, methods, and processes. It covers budgeting, analysis of working capital, expenditure and more.

## GLOBAL MARKETING/ [view](#)

This program covers marketing plans, research, consumer psychology, product positioning and strategy, pricing, packaging, brand equity, advertising, the marketing mix, customer value, and business-to-business sales in a global market.



# OPEN PROGRAMS



## **BRAND MANAGEMENT / [view](#)**

This program provides a fundamental framework and tools to strengthen your brand. You will learn how to build a strong brand identity, a superior brand experience, and lasting brand loyalty.

## **SUPPLY CHAIN MANAGEMENT / [view](#)**

This program offers a broad approach to managing supply chains and leading efficient operations. Participants will be taken through models on managing facilities, inventories, transportation, information, strategy and more.

## **CUSTOMER RELATIONSHIP MANAGEMENT / [view](#)**

This program takes participants through the understanding of CRM as a business strategy focused on selecting and managing the most valuable customer relationships in order to maximize return to the business.





# OPEN PROGRAMS



## ENTREPRENEURSHIP AND INNOVATION / [view](#)

This program is designed for the study of all aspects of starting a business venture. The students will recognize and find their potential for creating a business venture or marketable product/ idea.

## BUSINESS COMMUNICATIONS / [view](#)

This program is designed to prepare students to keep up with the evolving communication in the workplace. Its most important with increased digital communication in professional circles.

## CONCISE DIGITAL JOURNALISM / [view](#)

This program will teach participants how to hone in on skills already acquired from their daily use of social media, to better articulate their message while connecting with their target audience.



# CONTACT US

BAU Executive Education programs are held in the lake-view campus of Beni American University. Situated in Africa's premier business resort – Tinapa Business Resort, you will be able to take advantage of all that the resort has to offer.



## BAU Executive Education

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