

Graduate Executive Certificate in Management

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What *is the* GECM?

The Graduate Executive Certificate in Management (GECM, or the Program) targets the educational needs of prominent industries in Armenia that acknowledge the imperative of building strong management teams in order to be able to capitalize on opportunities insinuated by local and international dynamics in this sphere. The Program is based on a needs assessment of several key industries in Armenia. Like most companies with unique competencies that are on a growth pattern, a lot of companies in Armenia have a model of promoting internal human resources into managerial positions (rather than attracting managerial personnel from outside). Not surprisingly, employees with high technical capabilities often lack soft skills. The Certificate aims to help graduates prepare for their career advancement through developing skills essential for managerial-level positions.

The Program is comprised of 4 x 3-credit courses (12 credits in total), over two semesters (30 weeks). Classroom teaching will be intensive with two 3-hr-45-min modules per day, yet students will lock only 4 or 5 weekends per semester in their schedules.

Curriculum

The GECM curriculum is divided into four courses: three core and one elective.

Core Courses:

Effective communication &
Personal Management
(1st Semester)

Organizational Behavior &
Teamwork
(1st Semester)

Leadership &
Work Psychology
(2nd Semester)

Industry-specific Electives (either of the three):

Project & Product Management
in the ICT Sector

Management of Healthcare
Providing Organizations

Management of Financial
Institutions

Each course is 3 credits, students need to complete 12 credits to graduate from the program.

Learning Objectives *for* Core Courses

BUS 301 Effective Communication (3 credits)

E-mail/memo writing; Presentation skills; Critical thinking & constructive criticism; Basics of interviewing; Time management; Prioritization of and following-up on communication; Work-life balance; Setting professional development goals.

BUS 305 Managing People & Organizations (3 credits)

Building and managing teams; Delegation skills; Employee evaluation and feedback skills; Negotiations; Conflict resolution; Managing expectations of internal and external stakeholders.

BUS 319 Special Topics in Leadership (3 credits)

Team interactions simulation; Motivation theory and practice; Gender balance in workplace/ Women in business.

Industry-specific electives in the second semester will be tailored to the proficiency of the students, learning objectives will be value-adding and highly customized.

Class Structure

To ensure that classroom discussion and team projects are of value-adding quality for all students enrolled in the Program, the Manoogian Simone College of Business & Economics (CBE), the Turpanjian School of Public Health (SPH), and the Akian College of Science and Engineering (CSE) at AUA target professionals with 8+ years of industry experience, with a predicted average age of 30 to 35. Targeted intake each year will be no more than 25 students.

Program Cost

Tuition cost is AMD 180,000 per credit for citizens of Armenia and 10-year residents, and AMD 270,000 per credit for international students (12 credits in total are needed to graduate from GECM). Corporate group stipends of up to 25% of the cost sponsored by CBE may be extended to groups of two or more employed by the same company.

Certificate

Graduate certificates are a popular form of academic programs that are specifically designed for students who either don't have time and resources for a full graduate degree or who want to add a specialization to their current degree.

Application Process

Applicants will be interviewed after initial screening. We require that applicants have sufficient English skills to communicate verbally and in writing (Program deliverables will be in English), this will be verified at the interview. To apply, please send a personal motivation letter and a CV to GECM@aua.am, with GECM 2021 in the subject line. Deadline for September 2021 intake applications is midnight on August 15, 2021.

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